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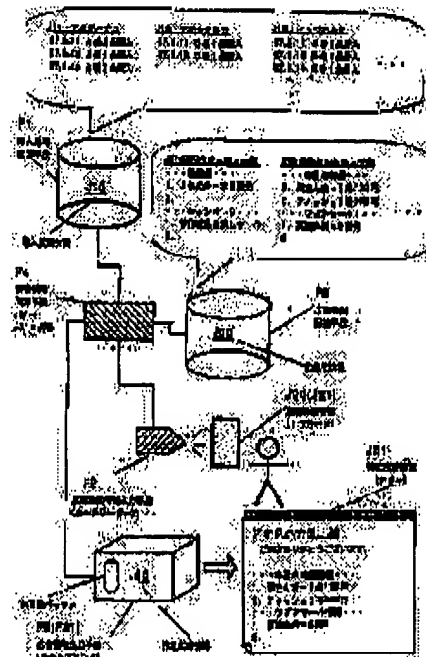
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(54) DEVICE AND METHOD FOR OUTPUTTING CONDITION ADVERTISEMENT AND RECORD MEDIUM

(57)Abstract:

PROBLEM TO BE SOLVED: To obtain a device for advertising only a customer suitable to a promotion condition based on data on many customers by extracting the customer suitable to the promotion condition by using the inputted promotion condition and the attribute information and the purchase history information of the customer which are stored.

SOLUTION: An extraction means extracts the customer suitable to the promotion condition by using an attribute information storage means in which the attribute information of the customer is stored, a purchase history information storage means F1 in which the purchase history information J10 concerning the purchase history of the individual customer is stored, the promotion condition inputted by an input means and the attribute information and the information J10 of the customer stored. A customer specified information input means F2 inputs customer specified information J20 specifying the customer coming in a store. An advertisement information arithmetic means F4 accesses information for advertisement J30 when the information J20 is suitable to the promotion condition. An advertisement output means F5 outputs information for advertisement J50.



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CLAIMS

[Claim(s)]

[Claim 1] The condition advertising output unit for offering an advertisement, when the customer who is characterized by providing the following and who did the ON store to the store suits promotion conditions A condition storage means by which promotion conditions are memorized An advertising information storage means by which the information for an advertisement for outputting to the customer who suited promotion conditions is memorized A customer specific information input means to input the customer specific information for specifying the customer who did the ON store as a store An advertising information operation means to judge whether the customer specific information conforms to promotion conditions, and to call the information for an advertisement when it conforms, and an advertising output means to output the information for an advertisement

[Claim 2] A condition storage means is a condition advertising output unit according to claim 1 which memorizes those combination of either the count of purchase in a certain specific goods, the purchase amount of money, purchase frequency or a purchaser's attribute information [either] as promotion conditions.

[Claim 3] A condition storage means is a condition advertising output unit according to claim 1 or 2 with which the purchase amount of money for every predetermined period in a certain specific goods memorizes a large customer as promotion conditions.

[Claim 4] A condition storage means is claim 1 which memorizes the coming-to-the-store day of the week in purchase hysteresis information as promotion conditions, and a condition advertising output unit according to claim 2 or 3.

[Claim 5] A condition storage means is claim 1 which memorizes the coming-to-the-store time of day in purchase hysteresis information as promotion conditions thru/or a condition advertising output unit according to claim 4.

[Claim 6] A condition storage storage means is claim 1 which memorizes a customer with the small purchase unit of the specific goods in purchase hysteresis information as promotion conditions thru/or a condition advertising output unit according to claim 5.

[Claim 7] They are claim 1 which the questionnaire part was displayed on the information for an advertisement which an advertising output means outputs, and the condition storage means equipped with a questionnaire result storage means by which the analysis result of said questionnaire is memorized thru/or a condition advertising output unit according to claim 6.

[Claim 8] They are claim 1 to which was equipped with the period input means for specifying the period which outputs the information for an advertisement, and it was presupposed that an advertising output means outputs the information for an advertisement only within the period specified by said period input means thru/or a condition advertising output unit according to claim 7.

[Claim 9] The promotion condition input procedure which is a condition advertising output method for offering an advertisement when the customer who did the ON store to the store suits promotion conditions, and inputs promotion conditions, The attribute information storage procedure of memorizing a customer's attribute information, and the purchase hysteresis storage procedure of memorizing the purchase hysteresis information about each customer's purchase hysteresis, The extract procedure of extracting the customer who suits promotion conditions using the inputted promotion conditions and the purchase hysteresis information memorized by a customer's attribute information and the purchase hysteresis storage means which are memorized by the attribute information storage means, The

advertising information storage procedure of memorizing the information for an advertisement for outputting to the customer extracted in the extract procedure, The customer specific information input procedure which inputs the customer specific information for specifying the customer who did the ON store as a store, It is a condition advertising output method about the advertising information operation procedure of judging whether the customer specific information conforming to promotion conditions, and calling the information for an advertisement when it conforms, and the advertising output procedure which outputs the information for an advertisement.

[Claim 10] The promotion condition input procedure which is the medium which recorded the program for offering an advertisement when the customer who did the ON store to the store suits promotion conditions, and inputs promotion conditions, The attribute information storage procedure of memorizing a customer's attribute information, and the purchase hysteresis storage procedure of memorizing the purchase hysteresis information about each customer's purchase hysteresis, The extract procedure of extracting the customer who suits promotion conditions using the inputted promotion conditions and the purchase hysteresis information memorized by a customer's attribute information and the purchase hysteresis storage means which are memorized by the attribute information storage means, The advertising information storage procedure of memorizing the information for an advertisement for outputting to the customer extracted in the extract procedure, The customer specific information input procedure which inputs the customer specific information for specifying the customer who did the ON store as a store, The advertising information operation procedure of judging whether the customer specific information conforming to promotion conditions, and calling the information for an advertisement when it conforms, The record medium which recorded the program for making a computer perform the advertising output procedure which outputs the information for an advertisement and in which computer reading is possible.

[Translation done.]

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DETAILED DESCRIPTION

[Detailed Description of the Invention]**[0001]**

[The technical field to which invention belongs] This invention relates to the equipment about the individual advertisement performed by setting up the promotion conditions for performing the advertisement suitable for each customer, an approach, etc.

[0002]

[Description of the Prior Art] (Mere throwaway) As goods and a means of sales promotion of service, the means of an advertisement has been used widely from ancient times. Since the mass media is not used, costs end comparatively at a low price, and the throwaway distributed in front of a store and in a store especially can be performed also at a small store without the capital force.

[0003] Recently, in order to heighten the effectiveness of a throwaway, a customer is subdivided and distributing a throwaway and a coupon only to the customer who becomes a target has been performed from the former. For example, it is distributing only to the visitor who distributes only to the visitor who purchased the specific goods distributed only to a young woman and who came to the specific counter etc.

[0004] (Direct mail) Effectiveness higher than the so-called "inserted advertisement" inserted into the newspaper delivered was aimed at, and an advertising means for data, such as a customer's name and the address, to come to hand, and to take out direct mail has also been performed. In recent years, there is also technique of sending direct mail only to a customer with purchase experience of specific goods based on the personal data and purchase historical data based on a credit card.

[0005] (Individual correspondence by the salesclerk) There is also service whose salesclerk who memorized a customer's face and needs performs carrying out correspondence doubled with a customer's needs.

[0006] (Definition of the marketing vocabulary) The word "promotion (promotion)" is usually classified into sales promotion (sales promotion) and an advertisement in the field of marketing. Moreover, with promotion conditions, there are 4 of the conditions (targeting conditions) in connection with a target, the conditions in connection with timing, the conditions in connection with stimulus level, and the conditions in connection with the/controlled system for an experiment conditions.

[0007]

[Problem(s) to be Solved by the Invention] (Trouble) However, there were the following troubles in the above-mentioned advanced technology.

[0008] In a mere throwaway, it cannot respond to a customer individual's needs. Even if it tries fragmentation of the customer who should distribute a throwaway, distribution based on personal data or purchase historical data is not performed. Moreover, even if he wanted to perform respectively different campaign to two or more kinds of targets, it did not realize by being anxious about derangement of a site.

[0009] On the other hand, since direct mail is opened at the mailed point, it has a physical distance, and it is mentally far from purchase action.

[0010] If it results in the individual correspondence by the salesclerk, it is completely dependent on an individual called a salesclerk, and mechanization is impossible.

[0011] For example, distributing advertisement leaflets intensively only to the target visitor based on the marketing theory established was not performed.

time of day, parking duration and a parking fee are managed.

[0076] In addition, naturally also in here, invention thought of adopting only the system which harnesses the residence-time information J9 in management of parking duration or settlement of accounts of a parking fee can also be realized, without establishing an advertising output means F5 to perform the advertisement in the case of an ON store.

[0077] (Drawing 9 and drawing 10) The gestalt of the fifth operation is explained based on drawing 9 and drawing 10.

[0078] The gestalt of operation shown in drawing 9 and drawing 10 offers the takeout advertising information that coming to the store for the second time is urged, to the customer who finished shopping and finished settlement of accounts. That is, it has a **** information input means to check a customer's **** information, and a future information output means F9 to output takeout advertising information in response to the input of the **** information.

[0079] The purchase information input operation means F6 makes "**** information" the information on the purport that settlement-of-accounts termination was checked. Usually, although it is information common to all customers, it can also consider as the customized advertisement using the purchase hysteresis information J10. Since the future information output means F9 is the throwaway printer F91 and advertising media is paper, it becomes the takeout throwaway J53.

[0080] If a **** information input means checks the purport which a customer ****, a future information output means F9 by which the input of the **** information was received will print the takeout throwaway J53. A customer can receive the information on later in the store concerned. On the other hand, as a store side, the next coming to the store of the customer concerned can be urged.

[0081] In addition, naturally also in here, invention thought of adopting only the system which outputs takeout advertising information in response to the input of **** information can also be realized, without establishing an advertising output means F5 to perform the advertisement in the case of an ON store.

[0082] (Drawing 11) Explain the gestalt of the sixth operation based on drawing 11.

[0083] The gestalt of this operation shows the variation about the advertising information output means F5, and that advertising information output means F5 is the combination of the inside-of-a-shop electric-wave sender F55 by the electric wave, and the inside-of-a-shop electric-wave receiving set F56. That is, it is the digital radio communication system which uses PHS (simple cellular phone) as a receiving set.

[0084] The inside-of-a-shop electric-wave receiving set F56 shall be lent to a customer, after reading of ID card J21 finishes. The method which outputs an alphabetic character to liquid crystal, the methods which output voice, and also those combination exist. The former is suitable for the customer hard of hearing, and the latter is suitable for the visually handicapped customer.

[0085] According to the gestalt of this operation, a paper medium is unnecessary. Moreover, even if it is the case where the information J30 for an advertisement is updated in a customer's shopping, a customer can receive the updated information.

[0086] (Drawing 12) Drawing 12 shows an example of the means of displaying of a throwaway J51. It is the advertisement which put in and customized a customer's name on the top in this throwaway J51, and an advertising text part is expressed to the bottom of it, and the layout of a store is displayed on the bottom of it. When there is correspondence in a text part and a layout part, it has connected with the line. Moreover, it is being displayed that the current position is conspicuous. If it considers as such a throwaway J51, since the layout of a store is displayed, it contributes to the customer having arrived to the destination in a store enough early, and moving to it rationally. Moreover, when the layout in a store is changed, a possibility that the customer who came to the store for the first time after the layout may be puzzled becomes small.

[0087] In addition, although illustration was omitted, a questionnaire part can also be displayed on a throwaway J51. A customer's message is collectable if a customer can collect the questionnaires responding to the questionnaire part displayed on the throwaway J51. The message can be sold and it can employ in improvement and the improvement in service efficiently.

(Example of a questionnaire)

(1) although you do not purchase X purchased with before [sufficient] recently — how — carrying out — ** — it is — ?

1. "4., others" with bad 3. products offered higher than the 2. other stores which got bored with X

(2) Do you like the throwaway of such a pattern?

"— 1. — 2. with this always sufficient pattern — if this pattern is sometimes contained — good 3. — he does not so like —"

(Variation) The example shown in above-mentioned drawing 12 is applicable also in the takeout throwaway J53, although explained as means of displaying of a throwaway J51.

[0088] (Drawing 13) Drawing 13 shows the example of the layout of inside of a shop. It is the description to have equipped the space in a store with perusal space A3 for perusing a throwaway J51 between counter space A4 and the installation of the customer specific information input means F2. It installs in display F54WO perusal space A3 the case of the output form of an advertisement as shown in perusal space A3 by drawing 6, i.e., a format like the display display J52.

[0089] The customer who received the throwaway J51 can peruse a throwaway J51 in perusal space A3. Therefore, a customer's flow is not overdue near the entry of a store.

[0090] In addition, although the register F6 and the throwaway printer 91 which prints the takeout throwaway J53 are installed between counter space A4 and the outlet of a store, it is good also as preparing perusal space also between an outlet and the throwaway printer 91.

[0091] (Drawing 14 and drawing 15) It is the concept which is shown in drawing 14 and drawing 15 to show the example of the purchase hysteresis information flow in the organization which consisted of two or more branches and headquarters which generalizes them, and the condition of processing. A branch and headquarters are connected by means of communications. (Drawing 14) With the concept shown in drawing 14, memorize the purchase hysteresis information J10 collected for every branch in headquarters, calculate in order to create the information J30 for an advertisement for corresponding to information processing and each customer, and output the information J30 for an advertisement to a customer. The input means of A branch which inputted the purchase hysteresis information J10 is equipped with the receiving means corresponding to [in the input means of headquarters] said transmitting means for the transmitting means to the input means of headquarters. Moreover, the output means of the headquarters which acquired the information J30 for an advertisement with the operation means is equipped with the receiving means corresponding to [in the output means of a branch] said transmitting means for the transmitting means to the output means of a branch.

[0092] First, to a store, those who did the ON store to the store in which the individual advertising output unit of a configuration of being shown in drawing 14 is installed input and register the customer specific information J2 for specifying oneself, and become a customer. The customer specific information J2 is inputted through the customer specific information input means F2 by the customer who did the ON store to the store at the branch concerned, and if required, it will be sent also to headquarters.

[0093] If offer of shopping or service is received, it will be sent also to headquarters while making the information in agreement with the customer specific information J2, turning into the purchase hysteresis information J10 and inputting it at the branch concerned. Therefore, in headquarters, much purchase hysteresis information J10 in a branch can be collected. And in headquarters, the information J30 for an advertisement according to individual corresponding to the purchase hysteresis information J10 is prepared for every customer based on the sent purchase hysteresis information J10, and it memorizes to the advertising information storage means F3.

[0094] The customer who did the ON store to the branch store of 1 again does an ON store, after inputting the customer specific information J2. Then, the customer specific information J2 for the customer specific information input means F2 to specify a customer is inputted. Then, an advertising information operation means calls the information J30 for an advertisement corresponding to the customer specific information J2, and the advertising output means F5 outputs the information J30 for an advertisement. The advertisement which doubled and customized the customer specific information J2 and the information J30 for an advertisement may be outputted.

[0095] Thus, a customer can receive the advertisement based on his purchase hysteresis information J10.

[0096] (Drawing 15) In drawing 15, it also has the storage means and the operation means for every branch. And although the information J30 for an advertisement from headquarters is used, based on the actual condition and original information for every branch, correction of the information J30 for an

[0012] (Technical problem) The technical problem which this invention should solve is to offer the technique of advertising only to the customer who suits promotion conditions based on the data about many customers.

[0013] The purpose of invention according to claim 1 to 8 is offering the condition advertising output unit advertised only to the customer who suits promotion conditions based on the data about many customers.

[0014] The purpose of invention according to claim 9 is offering the condition advertising output method advertised only to the customer who suits promotion conditions based on the data about many customers.

[0015] The purpose of invention according to claim 10 is offering the condition advertising output program advertised only to the customer who suits promotion conditions based on the data about many customers.

[0016]

[Means for Solving the Problem] This invention is for attaining the above-mentioned purpose.

[0017] (Claim 1) Invention according to claim 1 relates to the condition advertising output unit for offering an advertisement, when the customer who did the ON store to the store suits promotion conditions. Namely, a condition storage means by which promotion conditions are memorized and an advertising information storage means by which the information for an advertisement for outputting to the customer who suited promotion conditions is memorized, A customer specific information input means to input the customer specific information for specifying the customer who did the ON store as a store, It judges whether the customer specific information conforms to promotion conditions, and when it conforms, it has an advertising information operation means to call the information for an advertisement, and an advertising output means to output the information for an advertisement. Moreover, an attribute information storage means by which said condition storage means has remembered a customer's attribute information to be the input means of promotion conditions, A purchase hysteresis storage means by which the purchase hysteresis information about each customer's purchase hysteresis is memorized, It has an extract means to extract the customer who suits promotion conditions, using the promotion conditions inputted with the input means, and the purchase hysteresis information memorized by a customer's attribute information and the purchase hysteresis storage means which are memorized by the attribute information storage means.

[0018] (Vocabulary explanation) A "store" is the space which can offer goods or service, or a system. A mall town which put in a row two or more specialty stores besides the store of 1 and the store which treats much goods of a seed and services like a department store or a supermarket at the store of 1 shall also be included at the store said here. Moreover, it does not ask whether it is a stand-alone store or it is a chain store. Moreover, it is the store which usually closes physical space. . Goods other than service and service can be purchased depending on the class of store. For example, if a store is a gas station, service called goods called a gasoline and car washing can be purchased.

[0019] With "promotion conditions", there may be various conditions, such as a customer's attribute information, time zones (for example, sex, an age, etc.) of an ON store, and a day of the week. The group who becomes the target of the advertisement outputted is chosen.

[0020] Promotion conditions are not restricted to one kind, but can also be made into two or more kinds. That is, if one kind becomes, the number of campaign will be one, and if two or more kinds become, it means that the number of campaign is [two or more]. It was difficult to perform two or more campaign to coincidence conventionally.

[0021] "Purchase hysteresis information" is record of what the customer purchased in the past. Usually, it becomes information, such as a purchased name of article, the number, a price, and time. The so-called POS information is connected to a specific customer's information (customer specific information).

[0022] "Customer specific information" is the information for making in agreement the purchase hysteresis information of a customer and its customer. Usually, it is the information recorded by the MAG, a bar code, etc., and inputs into the ID card [have the customer concerned own with a customer specific information input means, for example, a card reader. However, not the thing restricted to an ID card but the telephone number etc. is sufficient. There is a reader which reads combination with the sensor which detects that the card and card of a non-contact mold besides the combination of the

above mentioned ID card and its card reader exist in near, and the number and number plate of a vehicle. A card reader may be prepared for a register. In the case of the finance business, such as a bank, an ATM card is sufficient as a store.

[0023] "Attribute information" is the type of a car of a name, sex, a birth date, an age group (age), family structure, and the automobile to own etc.

[0024] Here, the information for an advertisement is the information for introduction of for example, new goods, and sales increase etc. Furthermore, they are specifically guidance of bargain sale goods or discount goods, guidance of an inside-of-a-shop event, etc. Since it is the information doubled with each customer, even if it is the information which two customers received to coincidence, the contents of information usually differ. The purport which discounts and carries out specific goods only to a certain customer can be advertised, or a recipe can also be offered, and Rebun of the purport I had the advertising target product bought for at the time of the last shopping can also be carried.

[0025] An "advertising output means" is an output means changed into the condition that the customer who did the ON store can know individual advertising information. The most general means is a printer which prints to a paper medium as the so-called "throwaway." Although the information for an advertisement may be outputted as it is, it is good also as outputting, after combining customer specific information and information for an advertisement and processing it to the specific advertising information for an output.

[0026] Moreover, when reading an ID card in a register at the time of the settlement of accounts which finishes shopping, a means to print the information for an advertisement in a receipt or another form shall also be included in the concept of this "advertising output means."

[0027] When using a cash dispenser as an advertising output means, it is good also as outputting an advertisement to the screen display.

[0028] An advertising output means can also output two or more kinds of information for an advertisement regularly or in irregular. Here, a "regular" output is outputting the four kinds one by one or outputting [blindness in one eye] the fourth for the second and the third cyclically like 1 time twice 3 times, supposing there are four classes of for example, information for an advertisement. An "un-regular" output is outputting to random by automatic assignment.

[0029] (Operation) Promotion conditions are first inputted with an input means. Then, the customer who suits promotion conditions extracts using the promotion conditions as which an extract means was inputted with an attribute information-storage means have memorized a customer's attribute information, a purchase hysteresis storage means have memorized the purchase hysteresis information about each customer's purchase hysteresis, and an input means, and the purchase hysteresis information which are memorized by a customer's attribute information and the purchase hysteresis storage means which are memorized by the attribute information-storage means. And the advertising information storage means memorizes the information for an advertisement for outputting to the customer who suited promotion conditions.

[0030] Next, a customer specific information input means inputs the customer specific information for specifying the customer who did the ON store as a store. And when an advertising information operation means judges whether the customer specific information conforms to promotion conditions and conforms, the information for an advertisement is called. And an advertising output means outputs the information for an advertisement. By doing in this way, it can advertise only to the customer who suits promotion conditions based on the data about many customers.

[0031] (Claim 2) Invention according to claim 2 limits a condition advertising output unit according to claim 1, and requires a condition storage means for the condition advertising output unit which memorizes those combination of either the count of purchase in a certain specific goods, the purchase amount of money, purchase frequency or a purchaser's attribute information [either] as promotion conditions.

[0032] (Operation) Since promotion conditions shall be related with a certain specific goods, even if a customer's attribute information, purchase hysteresis information, etc. exist in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement.

[0033] (Claim 3) Invention according to claim 3 limits a condition advertising output unit according to claim 1 or 2, and requires a condition storage means for the condition advertising output unit with which

the purchase amount of money for every predetermined period in a certain specific goods memorizes a large customer as promotion conditions.

[0034] (Vocabulary explanation) "a customer with the large purchase amount of money for every predetermined period in a certain specific goods" — the specific goods concerned — almost — every [a quantum] — in spite of having taken the life style with the need of purchasing periodically, he is the customer conjectured to have not purchased the specific goods concerned only at the store concerning this invention. For example, till two months before, although the monthly gasoline purchase amount of money was around 10,000 yen, the purchase amount of money last month presupposes that there was a customer who is 3000 yen. The customer can surmise that possibility of having supplied with oil in other gas stations last month is high. If a recall is aimed at with an advertisement, it will be considered that such a customer is easy to contribute to a sales rise.

[0035] (Operation) Since promotion conditions are extracted to "the customer with the large purchase amount of money for every predetermined period in a certain specific goods", even if a customer's attribute information, purchase hysteresis information, etc. exist in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement.

(Claim 4) Invention according to claim 4 limits claim 1 and a condition advertising output unit according to claim 2 or 3, and requires a condition storage means for the condition advertising output unit which memorizes the coming-to-the-store day of the week in purchase hysteresis information as promotion conditions.

[0036] (Operation) Since promotion conditions are extracted at "the coming-to-the-store day of the week in purchase hysteresis information", even if a customer's attribute information, purchase hysteresis information, etc. exist in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement. For example, when [the store concerning this invention] there were few coming-to-the-store visitors on Wednesday, it was able to be said that the bargain sale information on limitation was advertised to the customer who came to the store on Tuesday on Wednesday, and coming to the store on Wednesday was demanded from him.

[0037] (Claim 5) Invention according to claim 5 limits claim 1 thru/or a condition advertising output unit according to claim 4, and requires a condition storage means for the condition advertising output unit which memorizes the coming-to-the-store time of day in purchase hysteresis information as promotion conditions.

[0038] (Operation) Since promotion conditions are extracted at "the coming-to-the-store time of day in purchase hysteresis information", even if a customer's attribute information, purchase hysteresis information, etc. exist in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement. For example, when [the store concerning this invention] there were few coming-to-the-store visitors in the morning, it was able to be said that the bargain sale information on limitation during the morning was advertised to the customer who came to the store in the afternoon, and coming to the store during the morning was demanded from him.

[0039] (Claim 6) Invention according to claim 6 limits claim 1 thru/or a condition advertising output unit according to claim 5, and requires a condition storage storage means for the condition advertising output unit which memorizes a customer with the small purchase unit of the specific goods in purchase hysteresis information as promotion conditions.

[0040] (Vocabulary explanation) "The customers with the small purchase unit of specific goods" is the customer who purchases by the fixed amount assignment "1000 cyclotomies", and a customer who purchases by the quantum assignment of "10l.", when for example, specific goods are gasolines. If "full assignment" is demanded with an advertisement from such a customer, it will be thought that it is easy to contribute to a sales rise.

[0041] (Operation) Since promotion conditions are extracted to "the customer with the small purchase unit of the specific goods in purchase hysteresis information", even if a customer's attribute information, purchase hysteresis information, etc. exist in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement.

[0042] (Claim 7) Invention according to claim 7 limits claim 1 thru/or a condition advertising output unit according to claim 6, a questionnaire part is displayed on the information for an advertisement which an advertising output means outputs, and a condition storage means starts the condition advertising output unit equipped with a questionnaire result storage means by which the analysis result of said questionnaire is memorized.

[0043] (Vocabulary explanation) "Questionnaires" is questions, such as "an impression to an advertisement", whenever ["whenever / of new goods / cognitive /"], and "a goods property of thinking as important", etc.

[0044] (Operation) An advertising output means outputs the information for an advertisement which displayed the questionnaire part. When the customer to whom the questionnaire was distributed replies to a questionnaire, the answer is totaled and analyzed and is memorized by the questionnaire result storage means. And since an analysis result is memorized by the condition storage means, the width of face of selection of promotion conditions spreads.

[0045] (Claim 8) Invention according to claim 8 limits claim 1 thru/or a condition advertising output unit according to claim 7, it has a period input means for specifying the period which outputs the information for an advertisement, and an advertising output means starts the condition advertising output unit to which it was presupposed that the information for an advertisement is outputted only within the period specified by said period input means.

[0046] (Operation) If a period is specified with a period input means, the information for an advertisement will be outputted only within the specified period.

[0047] (Claim 9) Invention according to claim 9 relates to the condition advertising output method for offering an advertisement, when the customer who did the ON store to the store suits promotion conditions.

[0048] Namely, the promotion condition input procedure which inputs promotion conditions, The attribute information storage procedure of memorizing a customer's attribute information, and the purchase hysteresis storage procedure of memorizing the purchase hysteresis information about each customer's purchase hysteresis, The extract procedure of extracting the customer who suits promotion conditions using the inputted promotion conditions and the purchase hysteresis information memorized by a customer's attribute information and the purchase hysteresis storage means which are memorized by the attribute information storage means, The advertising information storage procedure of memorizing the information for an advertisement for outputting to the customer extracted in the extract procedure, The customer specific information input procedure which inputs the customer specific information for specifying the customer who did the ON store as a store, It judges whether the customer specific information conforms to promotion conditions, and when it conforms, a condition advertising output method is started in the advertising information operation procedure of calling the information for an advertisement, and the advertising output procedure which outputs the information for an advertisement.

[0049] (Claim 10) Invention according to claim 10 relates to the medium which recorded the program for offering an advertisement, when the customer who did the ON store to the store suits promotion conditions.

[0050] Namely, the promotion condition input procedure which inputs promotion conditions, The attribute information storage procedure of memorizing a customer's attribute information, and the purchase hysteresis storage procedure of memorizing the purchase hysteresis information about each customer's purchase hysteresis, The extract procedure of extracting the customer who suits promotion conditions using the inputted promotion conditions and the purchase hysteresis information memorized by a customer's attribute information and the purchase hysteresis storage means which are memorized by the attribute information storage means, The advertising information storage procedure of memorizing the information for an advertisement for outputting to the customer extracted in the extract procedure, The customer specific information input procedure which inputs the customer specific information for specifying the customer who did the ON store as a store, The advertising information operation procedure of judging whether the customer specific information conforming to promotion conditions, and calling the information for an advertisement when it conforms, The record medium which recorded the program for making a computer perform the advertising output procedure which outputs the information for an advertisement and in which computer reading is possible is started.

[0051] (Vocabulary explanation) A record medium is a medium which carried out the program documentation by which magnetic and optical means, for example. For example, they are a floppy disk, a magneto-optic disk, a hard disk, etc.

[0052]

[Embodiment of the Invention] Hereafter, this invention is explained in more detail based on the gestalt and drawing of operation. The drawings used here are drawing 1 thru/or drawing 23. Drawing 1 is a conceptual diagram to show the gestalt of operation of the first of the invention in this application. Drawing 2 is a flow chart to show the gestalt of operation of the first of the invention in this application. Drawing 3 is a conceptual diagram to show the gestalt of operation of the second of the invention in this application. Drawing 4 is a flow chart to show one of the concepts expressed to the gestalt of operation of the second of the invention in this application. Drawing 5 is a flow chart to show other one of the concepts expressed to the gestalt of operation of the second of the invention in this application. Drawing 6 is a conceptual diagram to show the gestalt of operation of the third of the invention in this application. Drawing 7 is a conceptual diagram to show the gestalt of operation of the fourth of the invention in this application. Drawing 8 is a flow chart to show the gestalt of operation of the fourth of the invention in this application. Drawing 9 is a conceptual diagram to show the gestalt of operation of the fifth of the invention in this application. Drawing 10 is a flow chart to show the gestalt of operation of the fifth of the invention in this application. Drawing 11 is a conceptual diagram to show the gestalt of operation of the sixth of the invention in this application. Drawing 12 is the conceptual diagram showing an example of the throwaway printed. Drawing 13 is the conceptual diagram showing an example of the layout of the store which adopted the invention in this application. Drawing 14 is a conceptual diagram to show an example of the purchase hysteresis information flow in a store with three branches, and the condition of processing. Drawing 15 is a conceptual diagram to show other examples of the purchase hysteresis information flow in a store with three branches, and the condition of processing. Drawing 16 is a conceptual diagram in case a store is a gas station. Drawing 17 is drawing showing the example of the throwaway printed. Drawing 18 is a throwaway printed and is drawing showing the example used as a questionnaire. Drawing 19 is a flow chart in the case of printing a throwaway to the visitor who suits promotion conditions. Drawing 20 is a tree structure Fig. showing a visitor's classification which carried out the ON store to the store. Drawing 21 is a flow chart in the case of comparing an experiment visitor with a control visitor. Drawing 22 is a flow chart in the case of comparing an experiment visitor with a stimulus visitor. Drawing 23 is an analysis conceptual diagram at the time of departing from the difference of stimulus level.

[0053] (Drawing 1 and drawing 2) It explains based on the gestalt of the first operation shown in drawing 1 and drawing 2.

[0054] The gestalt of operation shown here is an individual advertising output unit for offering the advertisement corresponding to each customer to the customer who did the ON store to the store. An advertising information storage means F3 by which the information J30 for an advertisement corresponding to the purchase hysteresis information J10 about each customer's purchase hysteresis is memorized. It has a customer specific information input means F2 to input the customer specific information J2 for specifying the customer who did the ON store as a store, an advertising information operation means F4 to call the information J30 for an advertisement corresponding to the customer specific information J2, and an advertising output means F5 to output the information J30 for an advertisement.

[0055] Let the "store" said here be the store of 1 which sells goods in physical space.

[0056] Moreover, it is the "repeat visitor" after the second time that a "customer" comes to the store to the store concerned. That is, when it comes to the store for the first time, I have attribute information, such as a type of a car of a name, sex, age, family structure, and the automobile to own, offered to a store side, and it registers to the database by the side of a store as customer specific information J2. In order that a store side may grasp the customer specific information J2 to coincidence at the time of coming to the store, I have the customer concerned own ID card J21 for specifying the customer specific information J2. If some shopping is done at the store concerned after ID card issue, suppose that it is made to correspond with the customer specific information J2 of ID card 21, and the settlement-of-accounts record is recorded on a purchase hysteresis storage means F one-cash database as purchase hysteresis information J10. The purchase hysteresis information J10 is the

purchased name of article, the number, a price, time, etc.

[0057] The store side is equipped with the card reader F2 as a customer specific information input means for making a customer and the customer specific information J2 correspond with ID card J21, and the customer who came to the store makes a card reader F2 read ID card J21. In addition, you may make it substitute the telephone number etc. to the customer who has forgotten ID card J21.

[0058] While analyzing a customer's property and classifying a customer into two or more patterns according to the store side which stocked the purchase hysteresis information J10 in large quantities, the information J30 for an advertisement according to the classification is created, and it records on the advertising information storage means F three-cask database. As information J30 for an advertisement, the high customer of the probability which purchases newly released goods regards it as an "epidemia watcher visitor", and processes and prepares advertising data which are advertised centering on newly released goods as an advertisement J31 for epidemia watcher visitors, for example. The customer with much purchase of a bargain regards it as a "price sensitive visitor", and processes and prepares advertising data which are advertised centering on a bargain as an advertisement J32 for price sensitive visitors. In addition, naturally it is possible to also make the information for such a customer classification season with attribute information, such as age and sex.

[0059] the advertising information operation means F4 specifies who a customer is (for example, — "Mr. AOTAHANAKO"), calculates and calls what the information J30 (for example, "price sensitive visitor J32") for an advertisement corresponding to the customer is from the customer specific information J21 read in the card reader F2, processes the information J30 for an advertisement into the specific advertising information J50, and issues the output instruction to the throwaway printer F51. a customer's name (for example, — "Mr. AOTAHANAKO") is incorporated and customized to a part of throwaway J51. When a customer belongs to two or more classifications, it is balance with the space of a throwaway J51, and it is also possible to combine two or more information for an advertisement.

[0060] As an advertising information output means F5, it is the throwaway printer F51 which prints a throwaway J51. Since it is necessary to print out in an instant at the time of a customer's ON store, it has the mass buffer.

[0061] If the customer provided with the customized throwaway J51 finishes shopping and substitutes settlement of accounts for a register, ID card J21 will be read also in a register, and the purchase hysteresis information J10 will be added. This purchase hysteresis information J10 is effective as data by the side of a store.

[0062] In addition, although illustration is omitted, based on the added purchase hysteresis information J10, the information J30 for an advertisement is updated at any time according to change of the inventory stock status of a store etc.

[0063] (Drawing 3 , drawing 4 , and drawing 5) Based on drawing 3 , drawing 4 , and drawing 5 , it explains based on the gestalt of the second operation.

[0064] There are two points that the gestalt of operation shown in drawing 3 differs from the gestalt of the first operation. One is the system which the settlement of accounts can perform by the register in an instant, when there are goods with which discount is made with an advertisement. Another is a system by which a customer collects the data about residence time (**** time amount) in a store.

[0065] (Drawing 3 and drawing 4) The gestalt of the second operation is equipped with the register with a POS function as a purchase information input operation means F6. This register F6 is equipped with the bar code reader which reads the goods information slack bar code J6 given to goods. And when the goods read by the bar code J6 are the advertising target products G1 carried by the above-mentioned specific advertising information J50, a discount price, a discount rate, etc. are made to reflect at the time of settlement of accounts by the register F6.

[0066] (Drawing 3 and drawing 5) The card reader F2 in the gestalt of the second operation records a customer's ON store hour entry J7. Moreover, the card reader which reads an ID card in the above-mentioned register F6 with a POS function is equipped with a residence-time input means F7 to read the **** hour entry J8. Furthermore, it has a residence-time operation means F8 to calculate the residence-time information J9 from the inputted ON store hour entry J7 and the **** hour entry J8.

[0067] The residence-time information J9 is recorded on the purchase hysteresis storage means F1 with the purchase hysteresis information J10. And it harnesses in next marketing. Or a discount may be given in settlement of accounts on that occasion.

[0068] (Variation) Naturally invention thought of adopting only the system which harnesses the residence-time information J9 in next time, or a discount on that occasion and settlement of accounts can also be realized, without establishing the advertising output means F5. On a rule of thumb, since there is an inclination for the goods purchase price to increase so that residence time is long, discount, the addition of service, etc. are carried out to such a customer, and customer satisfaction is raised. Moreover, such a system is also guiding long duration stay of a customer.

[0069] (Example of an activity of the purchase hysteresis information J10) It enumerates about the example of an activity of the purchase hysteresis information J10 hereafter.

- 1) To the customer whose fluctuation of the amount of purchase per time is not large, on condition that it comes to the store every day, give a discount.
- 2) Perform discount according to residence time to the customer whose fluctuation of the shopping study per residence time of inside of a shop is not large.
- 3) To the customer who had purchased designated speculative stocks, offer a new brand at a discount price, or offer a sample for nothing. It is the so-called brand change campaign.
- 4) In combination with attribute information, to the customer who is the target layer of a certain goods, and does not have purchase experience of the goods concerned, offer the goods concerned at a discount price, or offer a sample for nothing. This is also the so-called brand change campaign.
- 5) It is the past purchase goods and a counter location is shown in a throwaway J51 about the goods which are not purchased frequently.
- 6) Introduce new goods by the advertisement to the customer in the inclination which purchases newly released goods. Analyzing and introducing for every goods category is effective.
- 7) Advertise buying the customer who has not purchased at the store concerned in other stores, and that it is not disadvantageous. For example, when the store concerned is a supermarket, buying rice in a rice shop and a price advertise the same purport.
- 8) To the customer who visits frequently, the same advertisement is made not to be repeated.
- 9) Advertise about how (for example, recipe about a fish) to use goods.
- 10) Tell this sunrise object in a fresh article.
- 11) Combine with the information on ON store time of day, and advertise the mark down information about goods that remainders are expected in a fresh article etc.
- 12) Advertise about the discount according to the accumulating-totals amount of money of one shopping or shopping of a fixed period.
- 13) Advertise the purport which carries out discount according to coming-to-the-store frequency. For example, if it will come to shopping tomorrow also, the purport discounted and carried out will be advertised. It aims at that a store and purchase routinize through such an advertisement.

[0070] The above is instantiation listing and is not restricted to the above-mentioned advertising contents and a means. Moreover, about advertising contents and a means, the data collection and recovery which can trace the existence of effectiveness are performed.

[0071] (Drawing 6) Explain the gestalt of the third operation based on drawing 6 .

[0072] The gestalt of operation shown in drawing 6 shows the variation about the advertising information output means F5. First, ID card J21 shall be equipped with a memory chip, and information shall be written in. Moreover, the card reader F21 shall be equipped with the information write-in equipment F52 for writing the information J30 for an advertisement, or the specific advertising information J50 in said memory chip.

[0073] Inside of a shop A1 is equipped with the display F54 which displays the advertising information written in the memory chip of ID card J21, the information reader F53 which can be read, and its read information. A customer can do some shopping by checking the advertisement for oneself by the display display J52 using ID card J21.

[0074] (Drawing 7 and drawing 8) The gestalt of the fourth operation is explained based on drawing 7 and drawing 8 .

[0075] The gestalt of operation shown in drawing 7 and drawing 8 uses the residence-time information J9 for management of a parking lot. That is, in case the customer who came to shopping by the private vehicle parks a private vehicle at a parking lot A2, he makes a card reader F2 read ID card J21, and he is taken as initiation of parking in the phase. And when settlement of accounts is substituted for a register, while acquiring the purchase hysteresis information J10 from the amount of money and ****

advertisement and processing can be performed.

[0097] (Hardware which should be arranged in a store and the pin center, large) [It is as follows when head office branch relation is summarized.

[0098] About combination whether which hardware should be arranged in a store and the pin center, large, he is the {customer DB (DB is the thing of a "database"). the following — the purchase hysteresis DB, Contents DB (advertising information storage means F3), the same promotion conditions DB and same Reaction DB, and ...}x — {— all — a pin center, large part — a pin center, large part store — all — store}

All ***** are possible.

[0099] In addition, there is a variation in the above-mentioned combination in the sense of physical both sides with it being logical. For example, even if it is concentrating on headquarters physically, it is also possible for it to be in headquarters and a store logically. That is, even if the database as the actual condition is stored in the computer of headquarters, it has what the contents are regarded as by only headquarters, and the thing seen only at a store.

[0100] In addition, about the case of being logical, "the case where it shares between headquarters and a store" is added further. I hear that there is a part which can be regarded as sharing between headquarters and a store at both headquarters and a store, and it is. For example, headquarters is made to concentrate the purchase hysteresis DB, Customer DB, and Reaction DB, and the promotion conditions DB make both the object for headquarters, and for stores both the object for headquarters and for stores and Contents DB also exist.

[0101] (Drawing 16) Drawing 16 is the conceptual diagram showing the case where a gas station is chosen as a "store."

[0102] although considered as the combination of ID card J21 I have a customer own, and a card reader F2 as "customer specific information J2", since coming to the store by vehicle usually comes out to a gas station and it is, it can also consider as the reader which reads the number and number plate of a vehicle.

[0103] It can also be attached to a customer specific information input means in an auxiliary input device. For example, they are the combination of a ten key, a keyboard, a touch panel, and a touch pen and a touch panel, an audio input unit, etc.

[0104] Moreover, while an auxiliary input means is equipped with the new customer card which recorded the customer specific information of the purport which is the customer in whom the purchase hysteresis information J1 is not accumulated, i.e., a new customer, a card reader F2 is formed so that the customer specific information recorded on the new customer card can be read. Therefore, that what is necessary is just to make the customer specific information recorded on the new customer card by the card reader read, even if the salesclerk of a store is a new customer, he can treat like the usual customer. Moreover, it is that with which the information for an advertisement on a throwaway combined those information, such as information only for new customers, a greeting "thank you for admission", general explanation of a store, guidance of a bargain, and campaign, in this case.

[0105] Moreover, while an auxiliary input means forgot to have recorded the customer specific information of the purport which is the customer who forgets and did the store of the customer possession card and having a card corresponding to a visitor, a card reader is formed so that the customer specific information which has forgotten and was recorded on the card corresponding to a visitor can be read. Therefore, that what is necessary is just to make the customer specific information which has left in the card reader and was recorded on the card corresponding to a visitor read, even if the salesclerk of a store is a card failure customer, he can treat like the usual customer. In this case, when the customer specific information which has forgotten and was recorded on the card corresponding to a visitor is read, let information for an advertisement on a throwaway be the information only for card failure customers. for example, — " — since the point is not saved, in the case of next coming to the store, he forgets a card — there is nothing — " — etc. — suppose a nudge that uniform information is surely put in.

[0106] By the way, in being the same as the customer specific information J21 read last time in short time amount to the extent that the customer specific information J2 which the customer specific information input means F2 read makes the same card continue and read, it forms so that a throwaway printer may not output a throwaway J51. For this reason, it can prevent printing many same

throwaways. Thereby, when the discount ticket is attached to the throwaway, it can prevent that many discount tickets come to hand unfairly.

[0107] (Correspondence to a throwaway reception refusal visitor) When the customer who did the ON store of the information for an advertisement does not receive, in order to cope with it, it has a refusal information input means to input reception refusal information, and a refusal information storage means to memorize the reception refusal information. That is, when the customer to whom the refusal information input means carried out the ON store of the information for an advertisement does not receive, reception refusal information is inputted. And since a refusal information storage means memorizes, the reception refusal information can be used as data at the time of elaborating on the following marketing and a advertising strategy.

[0108] Moreover, for the advertising information storage means, memorize the advertising information for refusal visitors for the customer who did not receive an advertisement, and an advertising information operation means makes reception refusal information and customer specific information correspond, and suppose that the advertising information for refusal customers is called. that is, since the advertising information-storage means has memorized the advertising information for refusal visitors when the customer who did not receive an advertisement does a reincarnation store, an advertising information operation means corresponds reception refusal information and customer specific information — making — the advertising information for refusal customers — calling — an advertising output means — the advertising information (for example, — “ — in being unnecessary in an advertisement in the future, I needs your help the following procedures.) for refusal customers The throwaway which printed the informative matter ...” is outputted. Or reception refusal information and customer specific information are made to correspond, and an advertising output means is good also as not outputting information for an advertisement.

[0109] (Settlement of accounts of purchase goods) adding the information on the paid purchase goods to each customer's purchase hysteresis information J2 with the purchase information input operation means (the so-called POS register F6) for paying the goods which a customer purchases — ****. For this reason, it will be added automatically and each customer's purchase hysteresis information will be memorized, if settlement of accounts of purchase goods is completed.

[0110] Moreover, the POS register F6 judges whether it is the advertising target product G1 with which the goods to purchase are contained in the throwaway, and when it is the advertising target product G1, it performs settlement of accounts according to the conditions indicated by the throwaway. And the amount of discount is displayed on a receipt. Then, for a customer, the feelings that the throwaway was able to be used effectively — the discount according to purchase is made — remain. In addition, the bargain sale information which urges next coming to the store to the receipt can also be printed. The bargain sale information is possible for considering as the individual information based on the purchase hysteresis information J10 for every customer.

[0111]. (The gestalt, drawing 17, and drawing 18 of a throwaway) The throwaway is taken as double-sided printing (end-fire array) of the A4 version. Since it is considering as the HTML method, as shown in drawing 17, an alphabetic character, a pattern, a photograph, etc. can be incorporated. The pattern and text which had been decided beforehand are printed in advance into the vertical part, and save the time amount to print-out.

[0112] A throwaway J51 displays the information for an advertisement corresponding to the number of partitions on four advertising fields divided into every direction 2 partition, and an advertising information operation means chooses the information for an advertisement corresponding to the number of partitions concerned. In the example of drawing 17, two kinds and four kinds of information system advertisements were chosen for local event information and a coupon (experiment system). Unlike the case where a completely free layout is constructed and outputted to a legible top, the burden to memory or CPU is small. In addition, on the coupon, the bar code for settlement of accounts may be printed.

[0113] In drawing 18, it is made into the questionnaire part except the prior printing part. A questionnaire part is the meaning including the questionnaire about the contents of the throwaway itself [besides being the products offered of goods, an inside-of-a-shop layout, a salesclerk's attitude, etc.] etc., for example, a graphic size, an advertising layout, etc. It is good also as displaying the hysteresis questionnaire part based on purchase hysteresis information. If a customer can collect the

questionnaires responding to a questionnaire part, he can collect a customer's messages. The message can be sold and it can employ in improvement and the improvement in service efficiently.

[0114] (Class of information for an advertisement) In addition to this, the class of information J30 for an advertisement printed to a throwaway is explained. First, they are guidance of discount goods, the information, for example, the bargain sale goods, for introduction of new goods, and sales increase, guidance of an inside-of-a-shop event, etc. A recipe can also be offered and Rebun of the purport I had the advertising target product bought for at the time of the last shopping can also be carried. There may be negative information (for example, wish of recovery when the goods purchased at the time of the last shopping are accident articles) etc.

[0115] It has the input means of current information, and a storage means to once memorize current information, and an advertising information operation means is good also as specifying the information for an advertisement using customer specific information or current information. "Current information" means the information in current [which may affect a customer's action] here. For example, they are one or those combination, such as current time of day, atmospheric temperature, and humidity. [such as data about the weather, and an exchange rate,] For example, when time of day is around 17:00, it is advertising the information on microbrewing arrival of goods for bargain sale information to a customer with much purchase hysteresis of an alcoholic beverage to a customer with much purchase hysteresis of bargain sale food, respectively etc. The time amount to stocking, then a customer's short feeling can be affected for the present information inventory stock status and next time, refrainment from buying can be suppressed, or arrangement of an inventory can be performed.

[0116] It has the input means of future information, and a storage means to once memorize future information, and an advertising information operation means is good also as specifying the information for an advertisement using customer specific information or future information. "Future information" means the information on the near future which may affect a customer's action here. For example, local weather report and local event information, the time amount limited discount sale in one corner of inside of a shop, and a pan are baked thoroughly, and it is time of day etc. If it is on the previous day of the athletic meet of an area, it will contribute to prevention of a failure of a customer to buy it by making the pan for sandwiches, the dried seaweed for rice balls, etc. into the information for an advertisement. If tomorrow's weather is a rain forecast, introduction of the windshield cleaner of a vehicle can also be made into the information for an advertisement.

[0117] (Drawing 19) Explain especially hardware, without using a drawing. Namely, a condition storage means by which promotion conditions are memorized and an advertising information storage means by which the information for an advertisement for outputting to the customer who suited promotion conditions is memorized. The card reader for specifying a customer as a store with the ID card which the customer who did the ON store has. It judges whether the customer specific information by the ID card conforms to promotion conditions, and when it conforms, it has an advertising information operation means to call the information for an advertisement, and an advertising output means (throwaway printer) to output the information for an advertisement (throwaway = flyer). Moreover, an attribute information storage means by which said condition storage means has remembered a customer's attribute information to be the input means of promotion conditions, A purchase hysteresis storage means by which the purchase hysteresis information about each customer's purchase hysteresis is memorized, It has an extract means to extract the customer who suits promotion conditions, using the promotion conditions inputted with the input means, and the purchase hysteresis information memorized by a customer's attribute information and the purchase hysteresis storage means which are memorized by the attribute information storage means. Naturally it is possible to manufacture the medium which considered as the program for making the above-mentioned configuration perform to a computer, and recorded the program.

[0118] With "promotion conditions", there may be various conditions, such as a customer's attribute information (for example, a name, sex, a birth date, an age group (age), family structure, the type of a car of the automobile to own, etc.), a time zone of an ON store, and a day of the week. For example, make those combination of either the count of purchase in a certain specific goods, the purchase amount of money, purchase frequency or a purchaser's attribute information [either] into promotion conditions, the purchase amount of money for every predetermined period in a certain specific goods makes a large customer promotion conditions, or the purchase unit of the specific goods in purchase hysteresis

information makes a small customer promotion conditions.

[0119] The group who becomes the target of the advertisement outputted is chosen. Promotion conditions are not restricted to one kind, but can also be made into two or more kinds. That is, if one kind becomes, the number of campaign will be one, and if two or more kinds become, it means that the number of campaign is [two or more]. Since there is a period in campaign, it has a period input means and suppose an advertising output means that the information for an advertisement is outputted only within the period specified by said period input means.

[0120] "Purchase hysteresis information" is record of what the customer purchased in the past. Usually, it becomes information, such as a purchased name of article, the number, a price, and time. The so-called POS information is connected to a specific customer's information (customer specific information).

[0121] in addition — a questionnaire part is displayed on a flyer (throwaway) — things .
"Questionnaires" is "an impression to an advertisement", the question "whether it purchased unless it was advertised", etc. here.

[0122] An operation is explained based on a flow chart.

[0123] First, promotion conditions are inputted with an input means. Then, the customer who suits promotion conditions extracts using the promotion conditions as which an extract means was inputted with an attribute information-storage means have memorized a customer's attribute information, a purchase hysteresis storage means have memorized the purchase hysteresis information about each customer's purchase hysteresis, and an input means, and the purchase hysteresis information which are memorized by a customer's attribute information and the purchase hysteresis storage means which are memorized by the attribute information-storage means. And the advertising information storage means memorizes the information for an advertisement for outputting to the customer who suited promotion conditions.

[0124] Next, a card reader reads into a store a customer's ID card which carried out the ON store, and inputs customer specific information. And when an advertising information operation means judges whether the customer specific information conforms to promotion conditions and conforms, the information for an advertisement is called. And a throwaway printer outputs the throwaway which printed the information for an advertisement.

[0125] By doing in this way, it can advertise only to the customer who suits promotion conditions based on the data about many customers. If shopping settlement of accounts of the customer is completed, it can judge whether it is the advertising target product with which the goods which a customer purchases are contained in the information for an advertisement using POS information.

[0126] (Analytic basic pattern)

Although goods other than gasolines, such as car washing, had been purchased at our shop until now ["example"], the promotion of the high-class oil of 5000 yen was carried out to the visitor who has not been our shop about change of the oil. The visitor applicable to such conditions found 5000 persons in the cardholder of our shop.

[0127] It divides "experiment customer and control customer" 5000 person into 2500 persons at a time, and suppose that delivery (experiment customer) is not passed to one side and a flyer is not passed to one side (control customer). Supposing, as for an experiment customer, 250 persons change the oil for the good effect whose "change of the oil gives the message of the advertisement at this time to an engine, and the convenience that the way for which the oil is changed in a gas station is not kept waiting in a car shop, during a solicitation" "result" predetermined campaign period, it is 10% of reaction, and supposing 100 persons change the oil for a control customer, he is 4% of reaction. Therefore, a reaction difference is 6%.

"Verification" It verifies statistically whether it is the effect of advertising, and whether 6% of reaction difference is mere chance. When it is able to be judged that it is the effect of advertising, the estimate of sales, the amount of a sales contribution, etc. are calculated.

[0128] "Ranking" This promotion verifies and carries out ranking of whether other promotions were excelled or to have been inferior. If it does not remain in the 15th place of a high order as a result of ranking, the plan of a promotion is changed newly. National expansion will be carried out if it remains in the 15th place.

[0129] (Effectiveness of the above-mentioned example) Simply, a flyer is not passed to 2500 persons,

but the customer who expects advertising effectiveness is sampled, and the customer (experiment customer) is passed. For this reason, it becomes the advertising strategy which can expect cost effectiveness.

[0130] Moreover, in spite of being the customer who expects advertising effectiveness, the customer (control customer) who does not hand a flyer has also set up. For this reason, the comparison verification of the effectiveness of the advertisement itself can be carried out.

[0131] Furthermore, since the effectiveness of the advertisement itself is verifiable, if it regards as a trial prior to national expansion, it can be expected that the level of significance of failure can be lowered rather than it carries out national expansion suddenly.

[0132] (Drawing 20) Although especially hardware is explained without using a drawing While the customer judges it to be a targeting condition storage means to memorize targeting conditions, and a card reader for specifying a customer as a store with the ID card which the customer who did the ON store has whether it conforms to targeting conditions It is the promotion effectiveness judging equipment equipped with the control condition operation means divided into the control customer who does not hand an advertisement with the experiment customer who should hand an advertisement for the candidate customer who suits targeting conditions, and the throwaway printer which outputs the flyer as information for an advertisement to an experiment customer. And it has the second operation means for judging whether it is the advertising target product with which the goods which the first operation means and the control customer for judging whether it is the advertising target product with which the goods which the experiment customer concerned purchases are contained in the information for an advertisement purchase are contained in said information for an advertisement, and a comparison means compare the result of an operation of the first operation means and the second operation means. Naturally it is possible to manufacture the medium which considered as the program for making the above-mentioned configuration perform to a computer, and recorded the program.

[0133] "Targeting conditions" is kinds of promotion conditions and there may be various conditions, such as a customer's attribute information (for example, a name, sex, a birth date, an age group (age), family structure, the type of a car of the automobile to own, etc.), a time zone of an ON store, and a day of the week. Record (purchase hysteresis information) of what the customer purchased in the past can also serve as conditions.

[0134] Even if the thing about a certain specific goods then a customer's attribute information, purchase hysteresis information, etc. exist targeting conditions in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement. For example, "a customer with the large purchase amount of money for every predetermined period in a certain specific goods" is made into targeting conditions. Although such a customer has taken the life style with the need of purchasing the specific goods concerned on a quantum [every] commuter's ticket target mostly, he is a customer conjectured to have not purchased the specific goods concerned only at the store concerning this invention. For example, till two months before, although the monthly gasoline purchase amount of money was around 10,000 yen, the purchase amount of money last month presupposes that there was a customer who is 3000 yen. The customer can surmise that possibility of having supplied with oil in other gas stations last month is high. If a recall is aimed at with an advertisement, it will be considered that such a customer is easy to contribute to a sales rise. Even if a customer's attribute information, purchase hysteresis information, etc. exist in large quantities in the case of such a customer, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement. For example, when promotion conditions are extracted at "the coming-to-the-store day of the week in purchase hysteresis information", even if a customer's attribute information, purchase hysteresis information, etc. exist in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement. For example, when [the store concerning this invention] there were few coming-to-the-store visitors on Wednesday, it was able to be said that the bargain sale information on limitation was advertised to the customer who came to the store on Tuesday on Wednesday, and coming to the store on Wednesday was demanded from him.

[0135] For example, if promotion conditions are extracted at "the coming-to-the-store time of day in purchase hysteresis information", even if a customer's attribute information, purchase hysteresis

information, etc. exist in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement. For example, when [the store concerning this invention] there were few coming-to-the-store visitors in the morning, it was able to be said that the bargain sale information on limitation during the morning was advertised to the customer who came to the store in the afternoon, and coming to the store during the morning was demanded from him.

[0136] "A customer with the small purchase unit of specific goods" is made into targeting conditions. Such customers are the customer who purchases by the fixed amount assignment "1000 Cyclotomy", and a customer who purchases by the quantum assignment of "10l.", when for example, specific goods are gasolines. If "full assignment" is demanded with an advertisement from such a customer, it will be thought that it is easy to contribute to a sales rise. When it extracts to such a customer, even if a customer's attribute information, purchase hysteresis information, etc. exist in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement.

[0137] Targeting conditions are not restricted to one kind, but can also be made into two or more kinds. That is, if one kind becomes, the number of campaign will be one, and if two or more kinds become, it means that the number of campaign is [two or more].

[0138] The visitor who did the ON store is divided into the customer who already has an ID card, and the visitor who is not so. Although the visitor who does not have an ID card yet publishes an ID card newly and has you become "the visitor who already has an ID card" from the time of next coming to the store, he is taken as the outside of an object on the problem of targeting condition so and so for a while.

[0139] Those who suit targeting conditions in the visitor who already has an ID card turn into a target candidate. Furthermore, a target candidate is divided into an experiment customer and a control customer, the visitor in whom an experiment customer receives a promotion (a flyer is received) — it is — oh, although ** and a control customer suit targeting conditions, they are a visitor who does not receive a promotion.

[0140] The target non-candidate who does not suit targeting conditions is divided into the stimulus customer who receives a promotion in spite of not suiting targeting conditions, and the non-stimulating customer who does not receive a promotion.

[0141] (Drawing 21) Drawing 21 is a flow chart in the case of comparing an experiment customer with a control customer and verifying targeting conditions.

[0142] First, targeting conditions are determined and a targeting condition storage means is made to memorize. And when a head office branch exists, at a branch, a repeat visitor's ID card which carried out the ON store is read. It judges whether the customer specific information by the ID card conforms to targeting conditions. If it does not conform, nothing is performed to the customer.

[0143] When it conforms to targeting conditions, it judges further whether you are the visitor who should hand an advertisement with a control condition operation means. If it is the visitor who should hand an advertisement, the visitor is an experiment customer, by the advertising output means slack flyer printer, a flyer will be printed and the visitor will gain a flyer. On the other hand, in not being the visitor who should hand a flyer, the visitor is a control customer and it does not gain a flyer.

[0144] Then, suppose that many experiment customers and a control customer finished shopping, and paid by the register. Then, it judges whether the first operation means is the advertising target product with which the goods which an experiment customer purchases are contained in the information for an advertisement, and judges whether the second operation means is the advertising target product with which the goods which a control customer purchases are contained in said information for an advertisement. And a comparison means compares the result of an operation of the first operation means and the second operation means.

[0145] If the probability for the experiment customer to have purchased the advertising target product rather than the control customer is high as a result of a comparison, it can be surmised that the quality of the information for an advertisement was high. If the experiment customer and the control customer have purchased the advertising target product by the probability without a difference, it can be surmised that the quality of the information for an advertisement was low.

[0146] (Drawing 22) Drawing 22 is a flow chart in the case of comparing an experiment customer with a

stimulus customer and verifying targeting conditions.

[0147] First, targeting conditions are determined and a targeting condition storage means is made to memorize. And when a head office branch exists, at a branch, a repeat visitor's ID card which carried out the ON store is read. It judges whether the customer specific information by the ID card conforms to targeting conditions. The customer who has not adapted himself divides into the visitor (stimulus customer) who gives a stimulus further, and the visitor (non-stimulating customer) who is not so, and a flyer shall not be handed to a stimulus customer by the flyer printer, and he shall not hand delivery and a non-stimulating customer a flyer.

[0148] When it conforms to targeting conditions, it judges further whether you are the visitor who should hand a flyer with a control condition operation means. By the advertising output means slack flyer printer, a flyer will be printed by the visitor (experiment customer) who should hand a flyer, and the visitor will gain an advertisement to him. On the other hand, in not being the visitor who should hand a flyer, the visitor is a control customer and it does not gain a flyer.

[0149] Then, suppose that many experiment customers and a stimulus customer finished shopping, and paid by the register. Then, it judges whether the first operation means is the advertising target product with which the goods which an experiment customer purchases are contained in the information for an advertisement, and judges whether the third operation means is the advertising target product with which the goods which a stimulus customer purchases are contained in said information for an advertisement. And a comparison means compares the result of an operation of the first operation means and the third operation means.

[0150] If the probability for the experiment customer to have purchased the advertising target product rather than the stimulus customer is high as a result of a comparison, it can be surmised that the quality of targeting conditions was high. If the experiment customer and the stimulus customer have purchased the advertising target product by the probability without a difference, it can be surmised that the quality of targeting conditions was low.

[0151] (Drawing 23) Explain the progress situation of the reaction about stimulus level based on drawing 23 . It is the fictitious example which is shown here and it is not an actual example.

[0152] The upper part of drawing 23 has the easy explanation about the class of promotion. The class of promotion which has more than one is expressed as Promotion ID. It expresses the advertisement or sales promotion an experiment mate is. [about what] The sorting criteria of the customer set as the object of a customer's promotion are expressed as object conditions. The point of a difference of stimulus level is expressed as stimulus level. Here, two kinds such as "the information about car washing" and a "trial coupon" were combined, and stimulus level was made into four steps, 0, 1, 2, and 3. It expresses which reaction is checked as reaction monitor conditions. Next, while being registered as a customer, the number of the customers set as the object of a promotion is assigned. The candidate was made into 1200 to 2000 persons, and the non-candidate was made into 1200 persons.

[0153] Next, the number of the customers (visitor who washed a car) who had a reaction in the denominator in the number with which the customer who assigned came to the store is used as a molecule, and "conversion" is seen.

[0154] The progress situation of a reaction over dispatch is judged. It turns out that the one where stimulus level is higher has high conversion. In addition, the conversion of a non-candidate is not low, either. This will be because those who are experienced in car washing are non-candidates.

[0155] (Variation) a questionnaire part is displayed on a flyer (throwaway) — things . "Questionnaires" is "an impression to an advertisement", the question "whether it purchased unless it was advertised", etc. here. A customer's message is collectable if a customer can collect the questionnaires responding to the questionnaire part displayed on the information for an advertisement. The message can be sold and it can employ in the progression in quality of an advertisement besides improvement and the improvement in service efficiently.

[0156] ** is also good in a customer action input means to input the action data for analyzing action of the after that of the customer who received the advertisement, the database for analysis which stores the data for analysis for analyzing the action data, and a date analysis means to calculate using action data and the data for analysis, and to calculate advertising effectiveness. Here, there may be image data to which counter to have gone out after receiving the time data and the advertisement which are reading the advertisement thought to be "action data", for example etc. If the action data for analyzing

action of the after that of the customer from whom the customer action input means received the advertisement are analyzed, evaluation of the information for an advertisement can be performed from a different view. For example, the relation between residence-time data then residence time, and an advertisement can analyze action data.

[0157] When the comparison result by the comparison means was judged, it has an output means as a result of outputting the right or wrong of a judgment result, and the decision output of ** by the output means is received as a result, the output of the information for an advertisement can also be suspended. In that case, the thin advertisement of effectiveness is reduced and can press down expenses of useless cost.

[0158] Moreover, when a failure advertising database is generated automatically using the data relevant to the information for an advertisement, and its information for an advertisement when the decision output of ** by the decision-output means is received, or the decision output of this by the decision-output means is received, it is good though a success advertising database is generated automatically using the data relevant to the information for an advertisement, and its information for an advertisement. Since it becomes helpful behind, it is convenient.

[0159]

[Effect of the Invention] According to invention according to claim 1 to 8, based on the data about many customers, the condition advertising output unit advertised only to the customer who suits promotion conditions was able to be offered.

[0160] According to invention according to claim 9, based on the data about many customers, the condition advertising output method advertised only to the customer who suits promotion conditions was able to be offered.

[0161] According to invention according to claim 10, based on the data about many customers, the condition advertising output program advertised only to the customer who suits promotion conditions was able to be offered.

[Translation done.]

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TECHNICAL FIELD

[The technical field to which invention belongs] This invention relates to the equipment about the individual advertisement performed by setting up the promotion conditions for performing the advertisement suitable for each customer, an approach, etc.

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PRIOR ART

[Description of the Prior Art] (Mere throwaway) As goods and a means of sales promotion of service, the means of an advertisement has been used widely from ancient times. Since the mass media is not used, costs end comparatively at a low price, and the throwaway distributed in front of a store and in a store especially can be performed also at a small store without the capital force.

[0003] Recently, in order to heighten the effectiveness of a throwaway, a customer is subdivided and distributing a throwaway and a coupon only to the customer who becomes a target has been performed from the former. For example, it is distributing only to the visitor who distributes only to the visitor who purchased the specific goods distributed only to a young woman and who came to the specific counter etc.

[0004] (Direct mail) Effectiveness higher than the so-called "inserted advertisement" inserted into the newspaper delivered was aimed at, and an advertising means for data, such as a customer's name and the address, to come to hand, and to take out direct mail has also been performed. In recent years, there is also technique of sending direct mail only to a customer with purchase experience of specific goods based on the personal data and purchase historical data based on a credit card.

[0005] (Individual correspondence by the salesclerk) There is also service whose salesclerk who memorized a customer's face and needs performs carrying out correspondence doubled with a customer's needs.

[0006] (Definition of the marketing vocabulary) The word "promotion (promotion)" is usually classified into sales promotion (sales promotion) and an advertisement in the field of marketing. Moreover, with promotion conditions, there are 4 of the conditions (targeting conditions) in connection with a target, the conditions in connection with timing, the conditions in connection with stimulus level, and the conditions in connection with the/controlled system for an experiment conditions.

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EFFECT OF THE INVENTION

(Effectiveness of the above-mentioned example) Simply, a flyer is not passed to 2500 persons, but the customer who expects advertising effectiveness is sampled, and the customer (experiment customer) is passed. For this reason, it becomes the advertising strategy which can expect cost effectiveness.

[0130] Moreover, in spite of being the customer who expects advertising effectiveness, the customer (control customer) who does not hand a flyer has also set up. For this reason, the comparison verification of the effectiveness of the advertisement itself can be carried out.

[0131] Furthermore, since the effectiveness of the advertisement itself is verifiable, if it regards as a trial prior to national expansion, it can be expected that the level of significance of failure can be lowered rather than it carries out national expansion suddenly.

[0132] (Drawing 20) Although especially hardware is explained without using a drawing While the customer judges it to be a targeting condition storage means to memorize targeting conditions, and a card reader for specifying a customer as a store with the ID card which the customer who did the ON store has whether it conforms to targeting conditions It is the promotion effectiveness judging equipment equipped with the control condition operation means divided into the control customer who does not hand an advertisement with the experiment customer who should hand an advertisement for the candidate customer who suits targeting conditions, and the throwaway printer which outputs the flyer as information for an advertisement to an experiment customer. And it has the second operation means for judging whether it is the advertising target product with which the goods which the first operation means and the control customer for judging whether it is the advertising target product with which the goods which the experiment customer concerned purchases are contained in the information for an advertisement purchase are contained in said information for an advertisement, and a comparison means compare the result of an operation of the first operation means and the second operation means. Naturally it is possible to manufacture the medium which considered as the program for making the above-mentioned configuration perform to a computer, and recorded the program.

[0133] "Targeting conditions" is kinds of promotion conditions and there may be various conditions, such as a customer's attribute information (for example, a name, sex, a birth date, an age group (age), family structure, the type of a car of the automobile to own, etc.), a time zone of an ON store, and a day of the week. Record (purchase hysteresis information) of what the customer purchased in the past can also serve as conditions.

[0134] Even if the thing about a certain specific goods then a customer's attribute information, purchase hysteresis information, etc. exist targeting conditions in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement. For example, "a customer with the large purchase amount of money for every predetermined period in a certain specific goods" is made into targeting conditions. Although such a customer has taken the life style with the need of purchasing the specific goods concerned on a quantum [every] commuter's ticket target mostly, he is a customer conjectured to have not purchased the specific goods concerned only at the store concerning this invention. For example, till two months before, although the monthly gasoline purchase amount of money was around 10,000 yen, the purchase amount of money last month presupposes that there was a customer who is 3000 yen. The customer can surmise that possibility of having supplied with oil in other gas stations last month is high. If a recall is aimed at with an advertisement, it will be considered that such a customer is easy to contribute to a sales rise. Even if a customer's attribute information, purchase hysteresis information, etc. exist in large

quantities in the case of such a customer, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement. For example, when promotion conditions are extracted at "the coming-to-the-store day of the week in purchase hysteresis information", even if a customer's attribute information, purchase hysteresis information, etc. exist in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement. For example, when [the store concerning this invention] there were few coming-to-the-store visitors on Wednesday, it was able to be said that the bargain sale information on limitation was advertised to the customer who came to the store on Tuesday on Wednesday, and coming to the store on Wednesday was demanded from him.

[0135] For example, if promotion conditions are extracted at "the coming-to-the-store time of day in purchase hysteresis information", even if a customer's attribute information, purchase hysteresis information, etc. exist in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement. For example, when [the store concerning this invention] there were few coming-to-the-store visitors in the morning, it was able to be said that the bargain sale information on limitation during the morning was advertised to the customer who came to the store in the afternoon, and coming to the store during the morning was demanded from him.

[0136] "A customer with the small purchase unit of specific goods" is made into targeting conditions. Such customers are the customer who purchases by the fixed amount assignment "1000 Cyclotomy", and a customer who purchases by the quantum assignment of "10l.", when for example, specific goods are gasolines. If "full assignment" is demanded with an advertisement from such a customer, it will be thought that it is easy to contribute to a sales rise. When it extracts to such a customer, even if a customer's attribute information, purchase hysteresis information, etc. exist in large quantities, it is easy to extract data and the burden of hardware can be mitigated. Moreover, it is easy to narrow down the purpose of the information for an advertisement.

[0137] Targeting conditions are not restricted to one kind, but can also be made into two or more kinds. That is, if one kind becomes, the number of campaign will be one, and if two or more kinds become, it means that the number of campaign is [two or more].

[0138] The visitor who did the ON store is divided into the customer who already has an ID card, and the visitor who is not so. Although the visitor who does not have an ID card yet publishes an ID card newly and has you become "the visitor who already has an ID card" from the time of next coming to the store, he is taken as the outside of an object on the problem of targeting condition so and so for a while.

[0139] Those who suit targeting conditions in the visitor who already has an ID card turn into a target candidate. Furthermore, a target candidate is divided into an experiment customer and a control customer. the visitor in whom an experiment customer receives a promotion (a flyer is received) — it is — oh, although ** and a control customer suit targeting conditions, they are a visitor who does not receive a promotion.

[0140] The target non-candidate who does not suit targeting conditions is divided into the stimulus customer who receives a promotion in spite of not suiting targeting conditions, and the non-stimulating customer who does not receive a promotion.

[0141] (Drawing 21) Drawing 21 is a flow chart in the case of comparing an experiment customer with a control customer and verifying targeting conditions.

[0142] First, targeting conditions are determined and a targeting condition storage means is made to memorize. And when a head office branch exists, at a branch, a repeat visitor's ID card which carried out the ON store is read. It judges whether the customer specific information by the ID card conforms to targeting conditions. If it does not conform, nothing is performed to the customer.

[0143] When it conforms to targeting conditions, it judges further whether you are the visitor who should hand an advertisement with a control condition operation means. If it is the visitor who should hand an advertisement, the visitor is an experiment customer, by the advertising output means slack flyer printer, a flyer will be printed and the visitor will gain a flyer. On the other hand, in not being the visitor who should hand a flyer, the visitor is a control customer and it does not gain a flyer.

[0144] Then, suppose that many experiment customers and a control customer finished shopping, and

paid by the register. Then, it judges whether the first operation means is the advertising target product with which the goods which an experiment customer purchases are contained in the information for an advertisement, and judges whether the second operation means is the advertising target product with which the goods which a control customer purchases are contained in said information for an advertisement. And a comparison means compares the result of an operation of the first operation means and the second operation means.

[0145] If the probability for the experiment customer to have purchased the advertising target product rather than the control customer is high as a result of a comparison, it can be surmised that the quality of the information for an advertisement was high. If the experiment customer and the control customer have purchased the advertising target product by the probability without a difference, it can be surmised that the quality of the information for an advertisement was low.

[0146] (Drawing 22) Drawing 22 is a flow chart in the case of comparing an experiment customer with a stimulus customer and verifying targeting conditions.

[0147] First, targeting conditions are determined and a targeting condition storage means is made to memorize. And when a head office branch exists, at a branch, a repeat visitor's ID card which carried out the ON store is read. It judges whether the customer specific information by the ID card conforms to targeting conditions. The customer who has not adapted himself divides into the visitor (stimulus customer) who gives a stimulus further, and the visitor (non-stimulating customer) who is not so, and a flyer shall not be handed to a stimulus customer by the flyer printer, and he shall not hand delivery and a non-stimulating customer a flyer.

[0148] When it conforms to targeting conditions, it judges further whether you are the visitor who should hand a flyer with a control condition operation means. By the advertising output means slack flyer printer, a flyer will be printed by the visitor (experiment customer) who should hand a flyer, and the visitor will gain an advertisement to him. On the other hand, in not being the visitor who should hand a flyer, the visitor is a control customer and it does not gain a flyer.

[0149] Then, suppose that many experiment customers and a stimulus customer finished shopping, and paid by the register. Then, it judges whether the first operation means is the advertising target product with which the goods which an experiment customer purchases are contained in the information for an advertisement, and judges whether the third operation means is the advertising target product with which the goods which a stimulus customer purchases are contained in said information for an advertisement. And a comparison means compares the result of an operation of the first operation means and the third operation means.

[0150] If the probability for the experiment customer to have purchased the advertising target product rather than the stimulus customer is high as a result of a comparison, it can be surmised that the quality of targeting conditions was high. If the experiment customer and the stimulus customer have purchased the advertising target product by the probability without a difference, it can be surmised that the quality of targeting conditions was low.

[0151] (Drawing 23) Explain the progress situation of the reaction about stimulus level based on drawing 23 . It is the fictitious example which is shown here and it is not an actual example.

[0152] The upper part of drawing 23 has the easy explanation about the class of promotion. The class of promotion which has more than one is expressed as Promotion ID. It expresses the advertisement or sales promotion an experiment mate is. [about what] The sorting criteria of the customer set as the object of a customer's promotion are expressed as object conditions. The point of a difference of stimulus level is expressed as stimulus level. Here, two kinds such as "the information about car washing" and a "trial coupon" were combined, and stimulus level was made into four steps, 0, 1, 2, and 3. It expresses which reaction is checked as reaction monitor conditions. Next, while being registered as a customer, the number of the customers set as the object of a promotion is assigned. The candidate was made into 1200 to 2000 persons, and the non-candidate was made into 1200 persons.

[0153] Next, the number of the customers (visitor who washed a car) who had a reaction in the denominator in the number with which the customer who assigned came to the store is used as a molecule, and "conversion" is seen.

[0154] The progress situation of a reaction over dispatch is judged. It turns out that the one where stimulus level is higher has high conversion. In addition, the conversion of a non-candidate is not low, either. This will be because those who are experienced in car washing are non-candidates.

[0155] (Variation) a questionnaire part is displayed on a flyer (throwaway) — things . "Questionnaires" is "an impression to an advertisement", the question "whether it purchased unless it was advertised", etc. here. A customer's message is collectable if a customer can collect the questionnaires responding to the questionnaire part displayed on the information for an advertisement. The message can be sold and it can employ in the progression in quality of an advertisement besides improvement and the improvement in service efficiently.

[0156] ** is also good in a customer action input means to input the action data for analyzing action of the after that of the customer who received the advertisement, the database for analysis which stores the data for analysis for analyzing the action data, and a date analysis means to calculate using action data and the data for analysis, and to calculate advertising effectiveness. Here, there may be image data to which counter to have gone out after receiving the time data and the advertisement which are reading the advertisement thought to be "action data", for example etc. If the action data for analyzing action of the after that of the customer from whom the customer action input means received the advertisement are analyzed, evaluation of the information for an advertisement can be performed from a different view. For example, the relation between residence-time data then residence time, and an advertisement can analyze action data.

[0157] When the comparison result by the comparison means was judged, it has an output means as a result of outputting the right or wrong of a judgment result, and the decision output of ** by the output means is received as a result, the output of the information for an advertisement can also be suspended. In that case, the thin advertisement of effectiveness is reduced and can press down expenses of useless cost.

[0158] Moreover, when a failure advertising database is generated automatically using the data relevant to the information for an advertisement, and its information for an advertisement when the decision output of ** by the decision-output means is received, or the decision output of this by the decision-output means is received, it is good though a success advertising database is generated automatically using the data relevant to the information for an advertisement, and its information for an advertisement. Since it becomes helpful behind, it is convenient.

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TECHNICAL PROBLEM

[Problem(s) to be Solved by the Invention]

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MEANS

[Means for Solving the Problem] This invention is for attaining the above-mentioned purpose.

[0017] (Claim 1) Invention according to claim 1 relates to the condition advertising output unit for offering an advertisement, when the customer who did the ON store to the store suits promotion conditions. Namely, a condition storage means by which promotion conditions are memorized and an advertising information storage means by which the information for an advertisement for outputting to the customer who suited promotion conditions is memorized, A customer specific information input means to input the customer specific information for specifying the customer who did the ON store as a store, It judges whether the customer specific information conforms to promotion conditions, and when it conforms, it has an advertising information operation means to call the information for an advertisement, and an advertising output means to output the information for an advertisement. Moreover, an attribute information storage means by which said condition storage means has remembered a customer's attribute information to be the input means of promotion conditions, A purchase hysteresis storage means by which the purchase hysteresis information about each customer's purchase hysteresis is memorized, It has an extract means to extract the customer who suits promotion conditions, using the promotion conditions inputted with the input means, and the purchase hysteresis information memorized by a customer's attribute information and the purchase hysteresis storage means which are memorized by the attribute information storage means.

[0018] (Vocabulary explanation) A "store" is the space which can offer goods or service, or a system. A mall town which put in a row two or more specialty stores besides the store of 1 and the store which treats much goods of a seed and services like a department store or a supermarket at the store of 1 shall also be included at the store said here. Moreover, it does not ask whether it is a stand-alone store or it is a chain store. Moreover, it is the store which usually closes physical space. . Goods other than service and service can be purchased depending on the class of store. For example, if a store is a gas station, service called goods called a gasoline and car washing can be purchased.

[0019] With "promotion conditions", there may be various conditions, such as a customer's attribute information, time zones (for example, sex, an age, etc.) of an ON store, and a day of the week. The group who becomes the target of the advertisement outputted is chosen.

[0020] Promotion conditions are not restricted to one kind, but can also be made into two or more kinds. That is, if one kind becomes, the number of campaign will be one, and if two or more kinds become, it means that the number of campaign is [two or more]. It was difficult to perform two or more campaign to coincidence conventionally.

[0021] "Purchase hysteresis information" is record of what the customer purchased in the past. Usually, it becomes information, such as a purchased name of article, the number, a price, and time. The so-called POS information is connected to a specific customer's information (customer specific information).

[0022] "Customer specific information" is the information for making in agreement the purchase hysteresis information of a customer and its customer. Usually, it is the information recorded by the MAG, a bar code, etc., and inputs into the ID card I have the customer concerned own with a customer specific information input means, for example, a card reader. However, not the thing restricted to an ID card but the telephone number etc. is sufficient. There is a reader which reads combination with the sensor which detects that the card and card of a non-contact mold besides the combination of the above mentioned ID card and its card reader exist in near, and the number and number plate of a

vehicle. A card reader may be prepared for a register. In the case of the finance business, such as a bank, an ATM card is sufficient as a store.

[0023] "Attribute information" is the type of a car of a name, sex, a birth date, an age group (age), family structure, and the automobile to own etc.

[0024] Here, the information for an advertisement is the information for introduction of for example, new goods, and sales increase etc. Furthermore, they are specifically guidance of bargain sale goods or discount goods, guidance of an inside-of-a-shop event, etc. Since it is the information doubled with each customer, even if it is the information which two customers received to coincidence, the contents of information usually differ. The purport which discounts and carries out specific goods only to a certain customer can be advertised, or a recipe can also be offered, and Rebun of the purport I had the advertising target product bought for at the time of the last shopping can also be carried.

[Translation done.]

*** NOTICES ***

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1. This document has been translated by computer. So the translation may not reflect the original precisely.

2. **** shows the word which can not be translated.

3. In the drawings, any words are not translated.

OPERATION

(Operation) Promotion conditions are first inputted with an input means. Then, the customer who suits promotion conditions extracts using the promotion conditions as which an extract means was inputted with an attribute information-storage means have memorized a customer's attribute information, a purchase hysteresis storage means have memorized the purchase hysteresis information about each customer's purchase hysteresis, and an input means, and the purchase hysteresis information which are memorized by a customer's attribute information and the purchase hysteresis storage means which are memorized by the attribute information-storage means. And the advertising information storage means memorizes the information for an advertisement for outputting to the customer who suited promotion conditions.

[0030] Next, a customer specific information input means inputs the customer specific information for specifying the customer who did the ON store as a store. And when an advertising information operation means judges whether the customer specific information conforms to promotion conditions and conforms, the information for an advertisement is called. And an advertising output means outputs the information for an advertisement. By doing in this way, it can advertise only to the customer who suits promotion conditions based on the data about many customers.

[0031] (Claim 2) Invention according to claim 2 limits a condition advertising output unit according to claim 1, and requires a condition storage means for the condition advertising output unit which memorizes those combination of either the count of purchase in a certain specific goods, the purchase amount of money, purchase frequency or a purchaser's attribute information [either] as promotion conditions.

[Translation done.]

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DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]

- [Drawing 1]** It is a conceptual diagram to show the gestalt of operation of the first of the invention in this application.
- [Drawing 2]** It is a flow chart to show the gestalt of operation of the first of the invention in this application.
- [Drawing 3]** It is a conceptual diagram to show the gestalt of operation of the second of the invention in this application.
- [Drawing 4]** It is a flow chart to show one of the concepts expressed to the gestalt of operation of the second of the invention in this application.
- [Drawing 5]** It is a flow chart to show other one of the concepts expressed to the gestalt of operation of the second of the invention in this application.
- [Drawing 6]** It is a conceptual diagram to show the gestalt of operation of the third of the invention in this application.
- [Drawing 7]** It is a conceptual diagram to show the gestalt of operation of the fourth of the invention in this application.
- [Drawing 8]** It is a flow chart to show the gestalt of operation of the fourth of the invention in this application.
- [Drawing 9]** It is a conceptual diagram to show the gestalt of operation of the fifth of the invention in this application.
- [Drawing 10]** It is a flow chart to show the gestalt of operation of the fifth of the invention in this application.
- [Drawing 11]** It is a conceptual diagram to show the gestalt of operation of the sixth of the invention in this application.
- [Drawing 12]** It is the conceptual diagram showing an example of the throwaway printed.
- [Drawing 13]** It is the conceptual diagram showing an example of the layout of the store which adopted the invention in this application.
- [Drawing 14]** It is a conceptual diagram to show an example of the purchase hysteresis information flow in a store with three branches, and the condition of processing.
- [Drawing 15]** It is a conceptual diagram to show other examples of the purchase hysteresis information flow in a store with three branches, and the condition of processing.
- [Drawing 16]** It is a conceptual diagram in case a store is a gas station.
- [Drawing 17]** It is drawing showing the example of the throwaway printed.
- [Drawing 18]** It is the throwaway printed and is drawing showing the example used as a questionnaire.
- [Drawing 19]** It is a flow chart in the case of printing a throwaway to the visitor who suits promotion conditions.
- [Drawing 20]** It is a tree structure Fig. showing a visitor's classification which carried out the ON store to the store.
- [Drawing 21]** It is a flow chart in the case of comparing an experiment visitor with a control visitor.
- [Drawing 22]** It is a flow chart in the case of comparing an experiment visitor with a stimulus

visitor.

[Drawing 23] It is an analysis conceptual diagram at the time of departing from the difference of stimulus level.

[Description of Notations]

J10 Purchase hysteresis information

J11, J12, J13 Each customer's purchase hysteresis information

J20 Customer specific information (ID card) J21 Each customer's specific information

J30 Information for an advertisement J31 Epidemia watcher visitor

J32 Price sensitive visitor

J50 Specific advertising information J51 Throwaway

J52 Display display J53 Takeout throwaway

J6 Target product information (bar code) J7 ON store hour entry

J8 ***** hour entry J9 Residence-time information

F1 Purchase hysteresis storage means F2 Customer specific information input means

F3 Advertising information storage means F4 Advertising information operation means

F5 Advertising information output means F51 Throwaway printer

F52 Information write-in equipment F53 Information readout equipment

F54 Interior display F55 Inside-of-a-shop electric-wave sender

F56 Inside-of-a-shop electric-wave receiving set

F6 Purchase information input operation means (register with a POS function)

F7 Residence-time input means F8 Residence-time operation means

F90 Future information output means F91 Throwaway printer

G1 Advertising target product

A1 Inside of a shop A2 Parking lot

A3 Perusal space A4 Counter space

[Translation done.]

* NOTICES *

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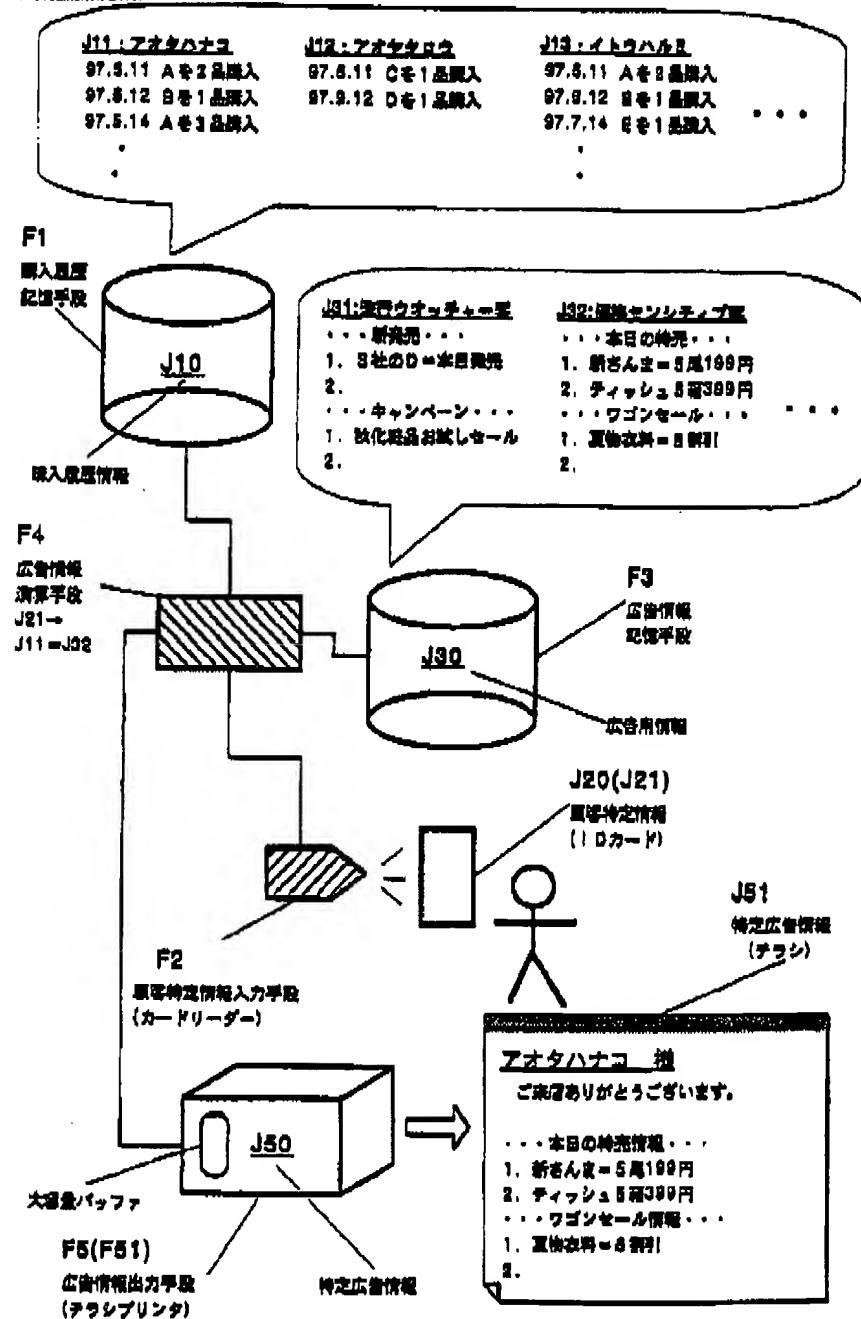
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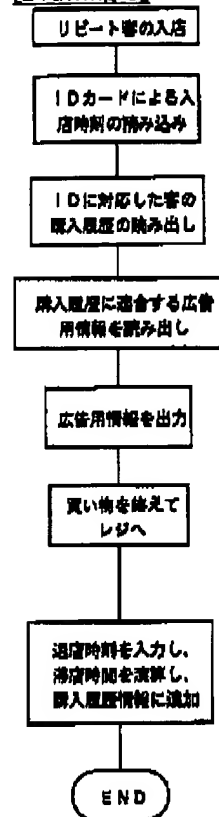
3. In the drawings, any words are not translated.

DRAWINGS

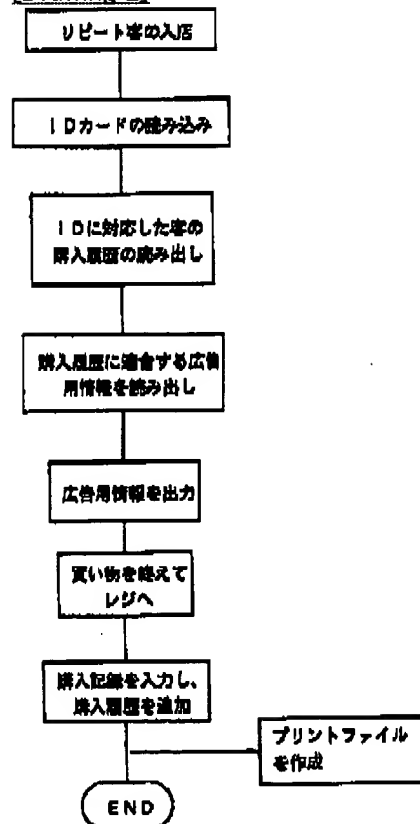
[Drawing 1]



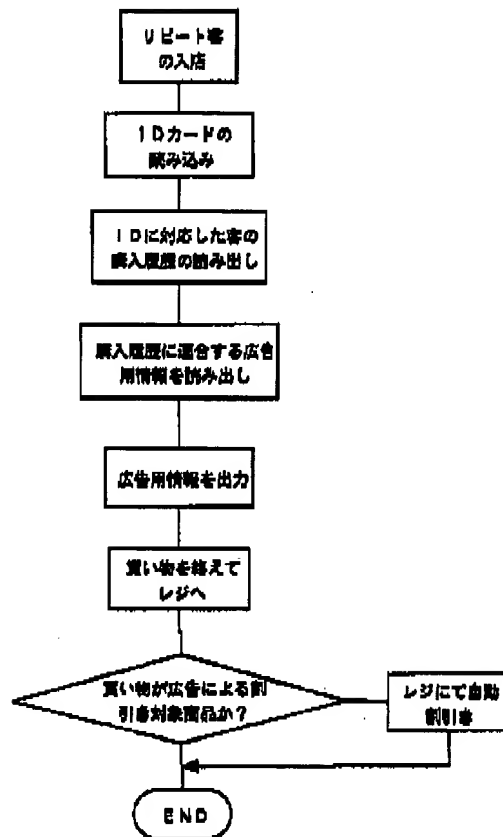
[Drawing 5]



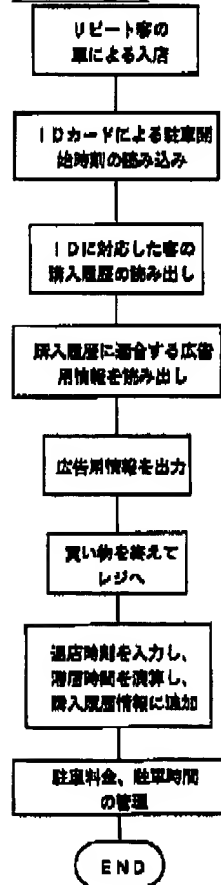
[Drawing 2]



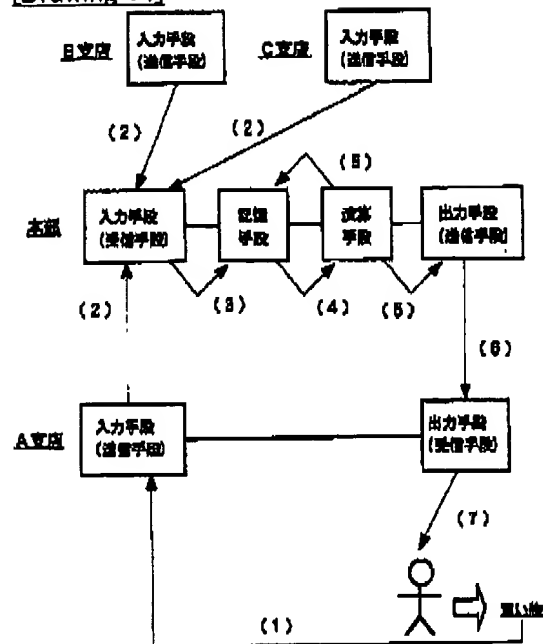
[Drawing 4]



[Drawing 8]

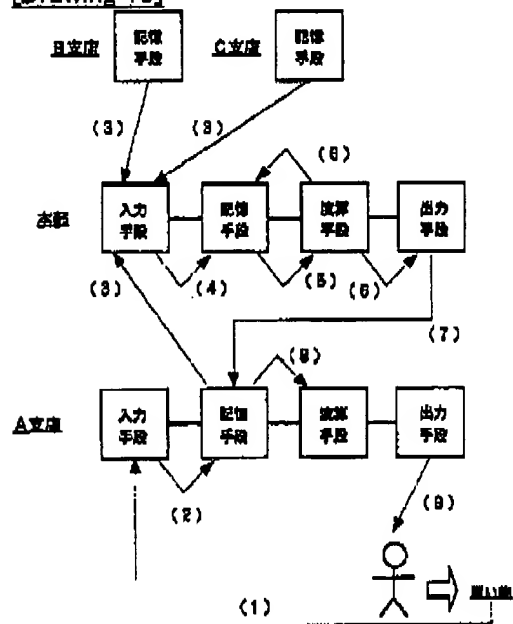


[Drawing 14]



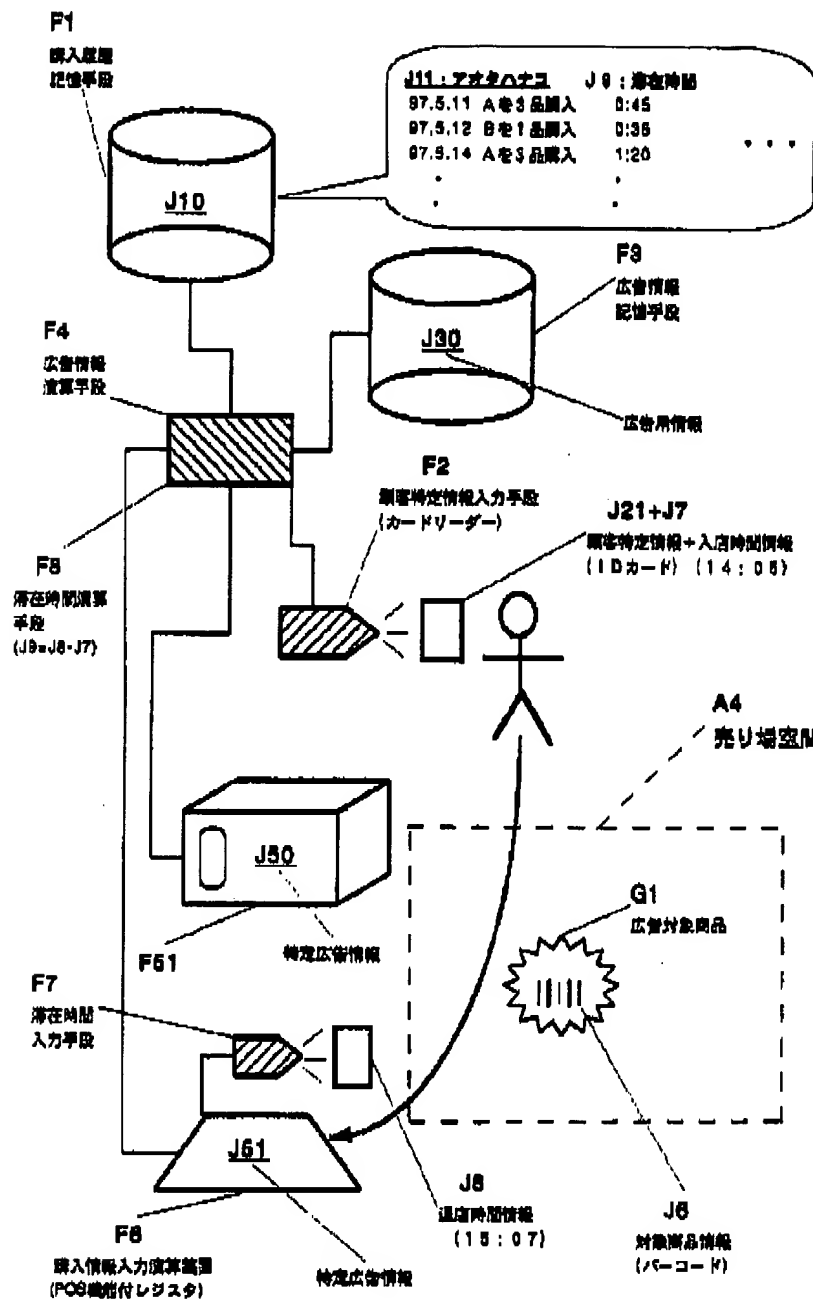
個人履歴情報の提供および加工

[Drawing 15]

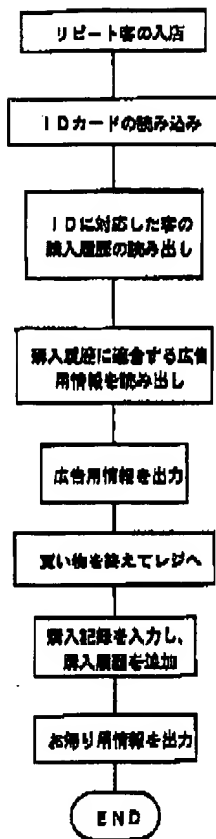


個人履歴情報の提供および加工

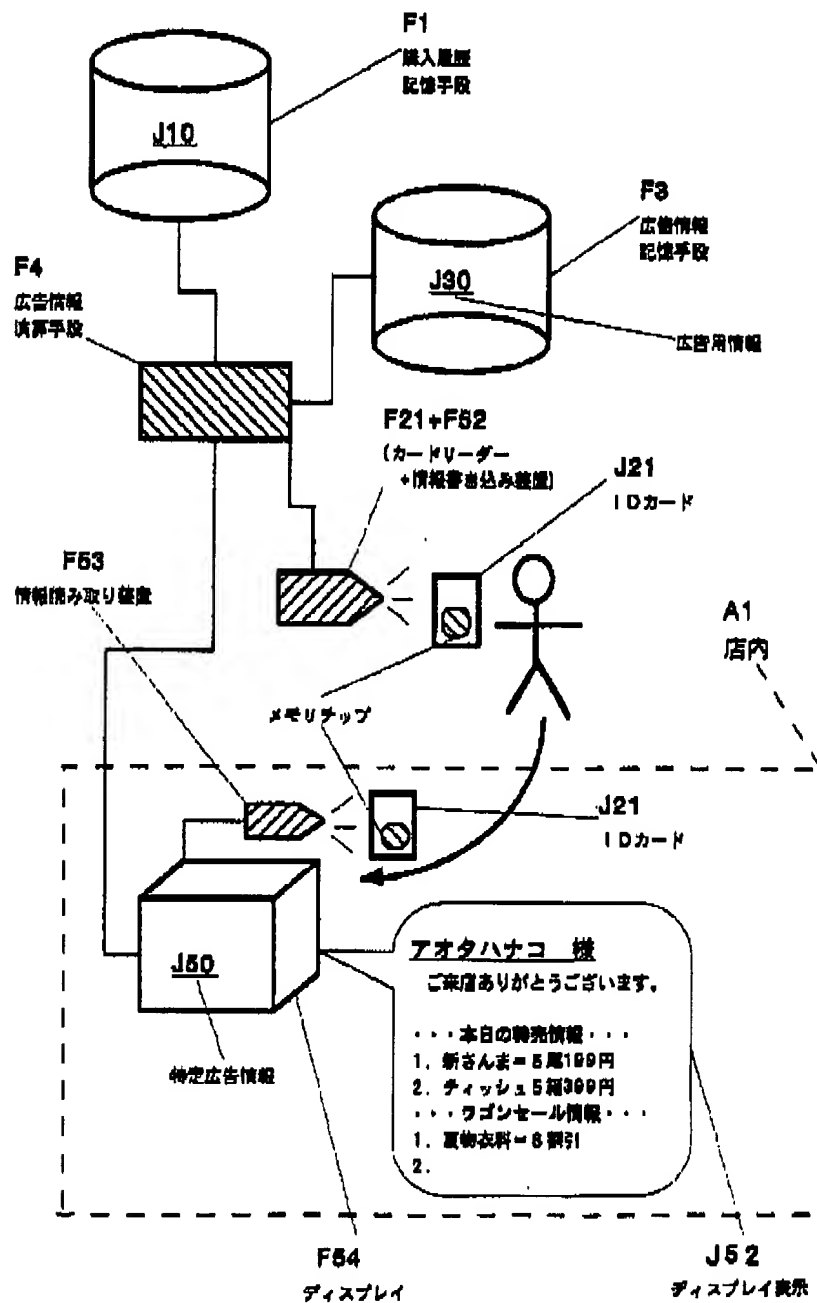
[Drawing 3]



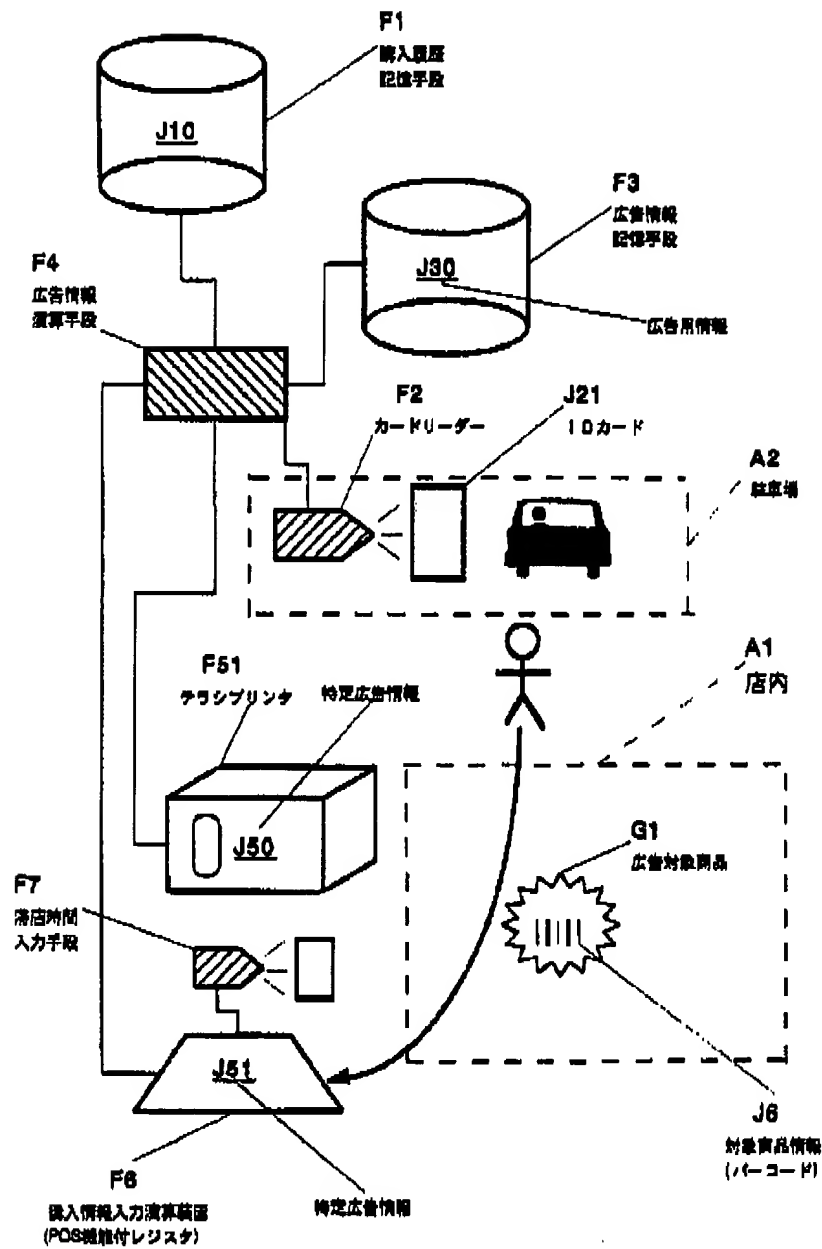
[Drawing 10]



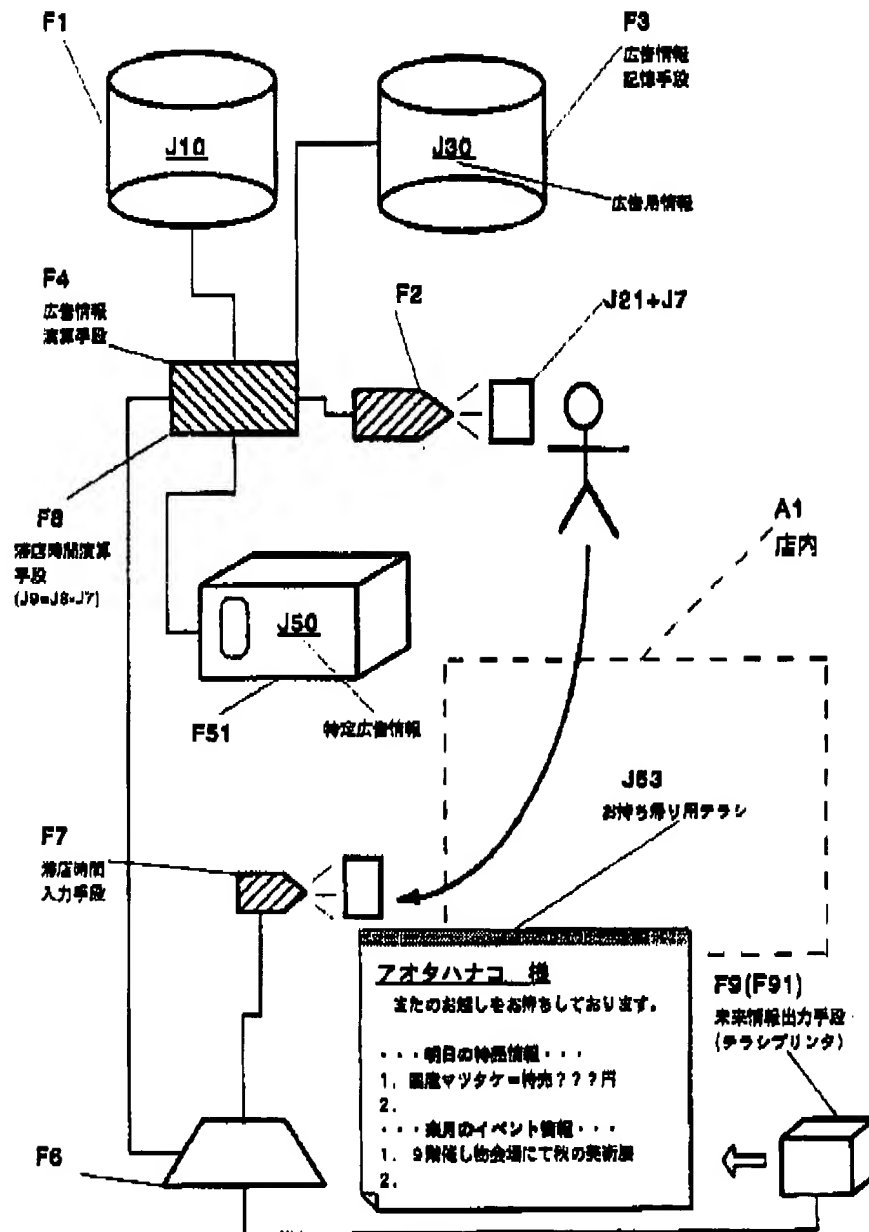
[Drawing 6]



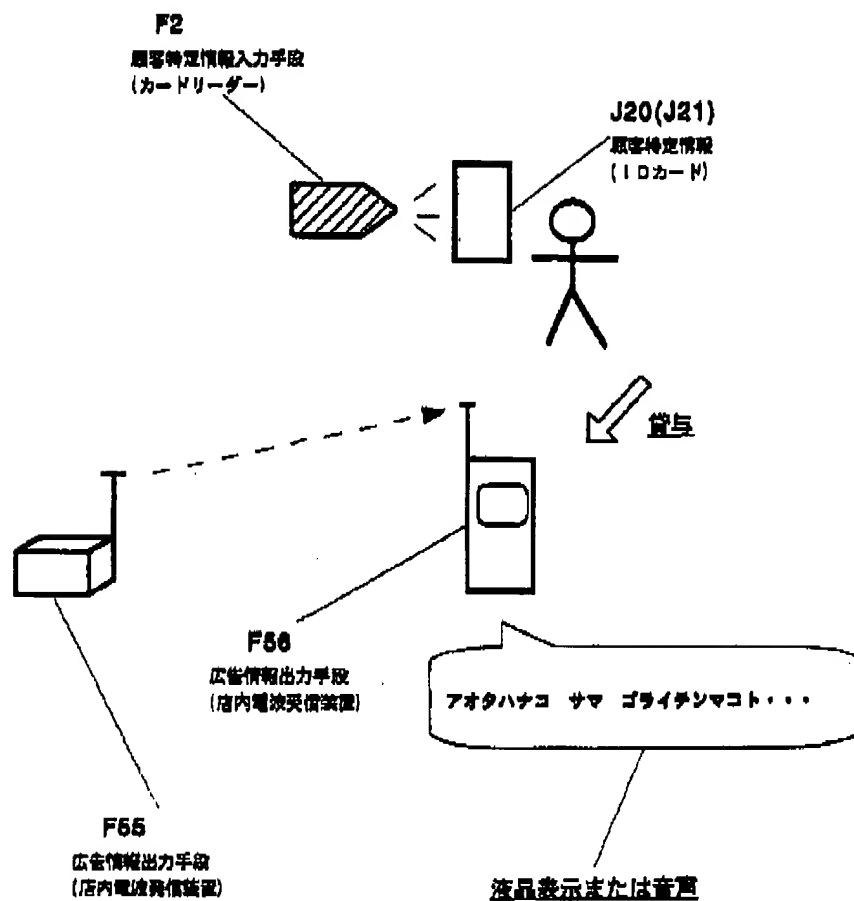
[Drawing 7]



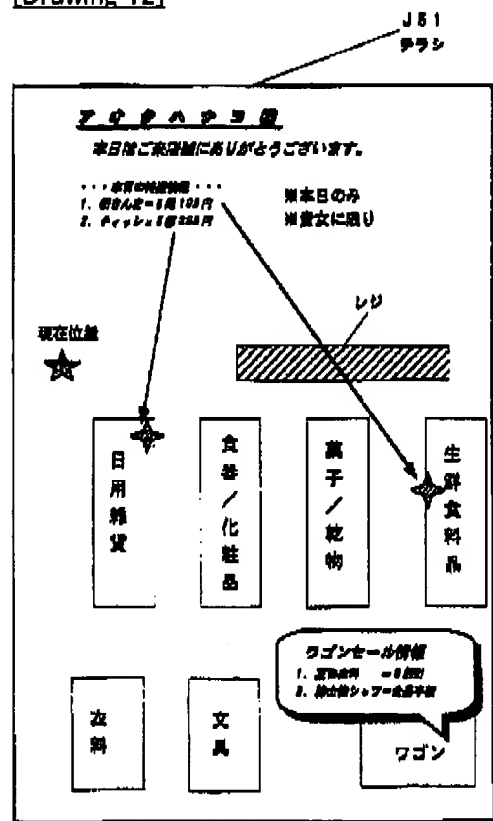
[Drawing 9]



[Drawing 11]



[Drawing 12]



店内レイアウト

A1 店内

出口

J81 カウンター

F81 プリンター

F8 レジ

J83 現金

F81 情報プリンター

A3 陳列空間

A4 売場空間

日用雑貨

食料・化粧品

菓子・雑物

生鮮食品

飲料

文具

ワゴン

[illegible]

2004/12/22

事前印刷部分

JB1
チラシ

掲載系の広告
(掲載対象外の場
合には掲載系)

パーソナル・メッセージ

カードを
必ずご持参
ください

鈴木太郎 様への半日(8月7日)パーソナル・メッセージ

湘南地区のイベント情報

月 日
〇〇の花火大会

月 日
〇×の花火大会

24時間ドライブスルー洗車

鈴木太郎 様には是非お試し
いただきたく、無料券をおつ
けいたしました。

★ワックス洗車無料券
(500円相当)

ハイオクガソリンの効果
この機会に是非お試しください。

鈴木太郎様は、ハイオクガソリンを更
い上げたいとお考えですか？
ハイオクガソリンには、.....効果
があります。

★ハイオク98円/ℓは
割引券
(11月まで有効)

ワンワンのお車検 検査
オイルエレメントの調子は？

オイルエレメントはこんな役割が
あります。
.....
.....

ABC株式会社
東京サービスステーション 03-0000-0000

事前印刷部分

必ず掲載系の広告

[Drawing 18]

事前印刷部分

JB1
チラシ

パーソナル・メッセージ

カードを
必ずご持参
ください

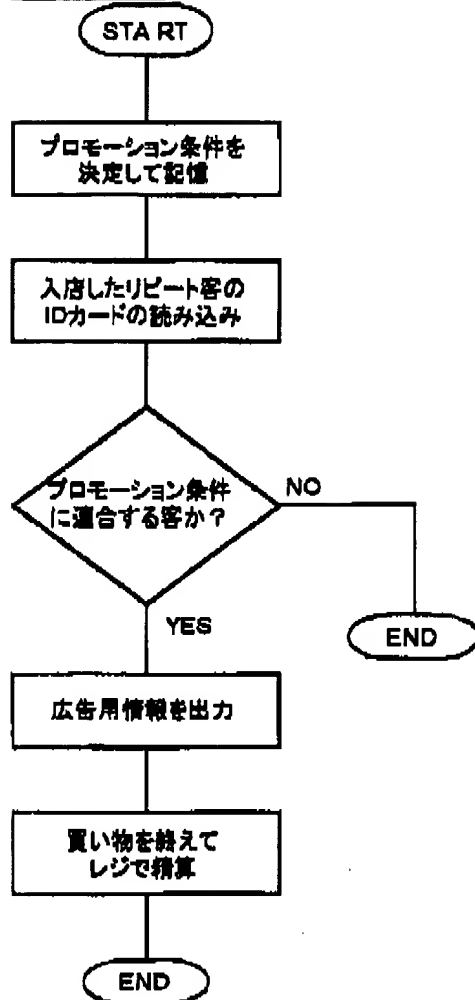
鈴木太郎様へのアンケートのお返り

アンケート部分
(フィードバック系)

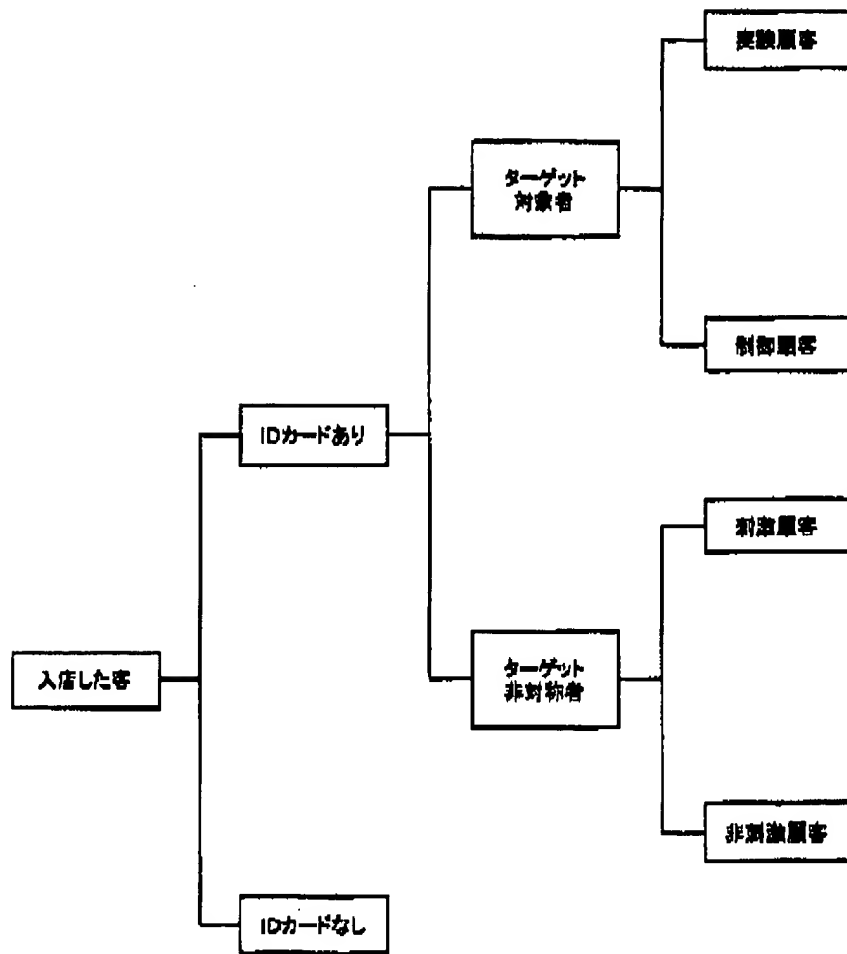
ABC株式会社
東京サービスステーション 03-0000-0000

事前印刷部分

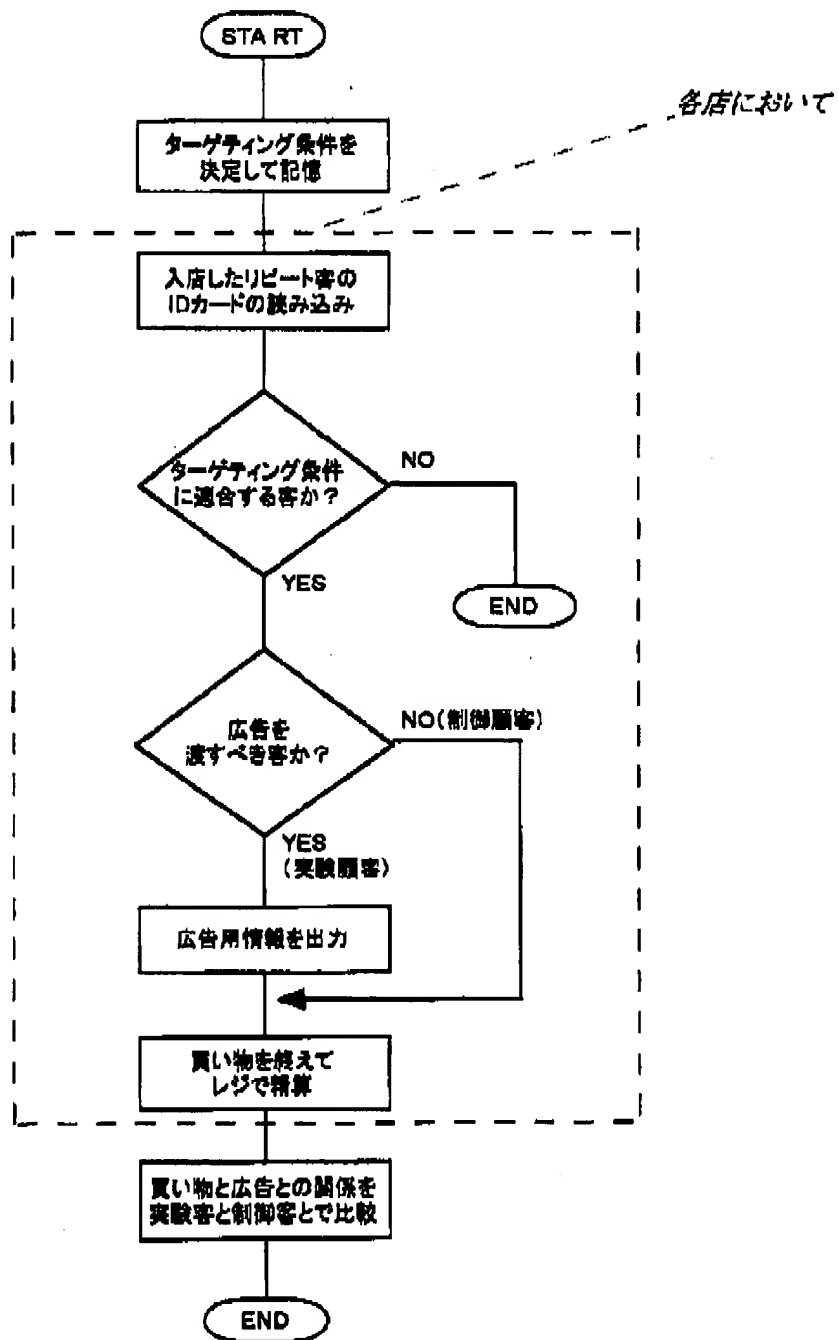
[Drawing 19]



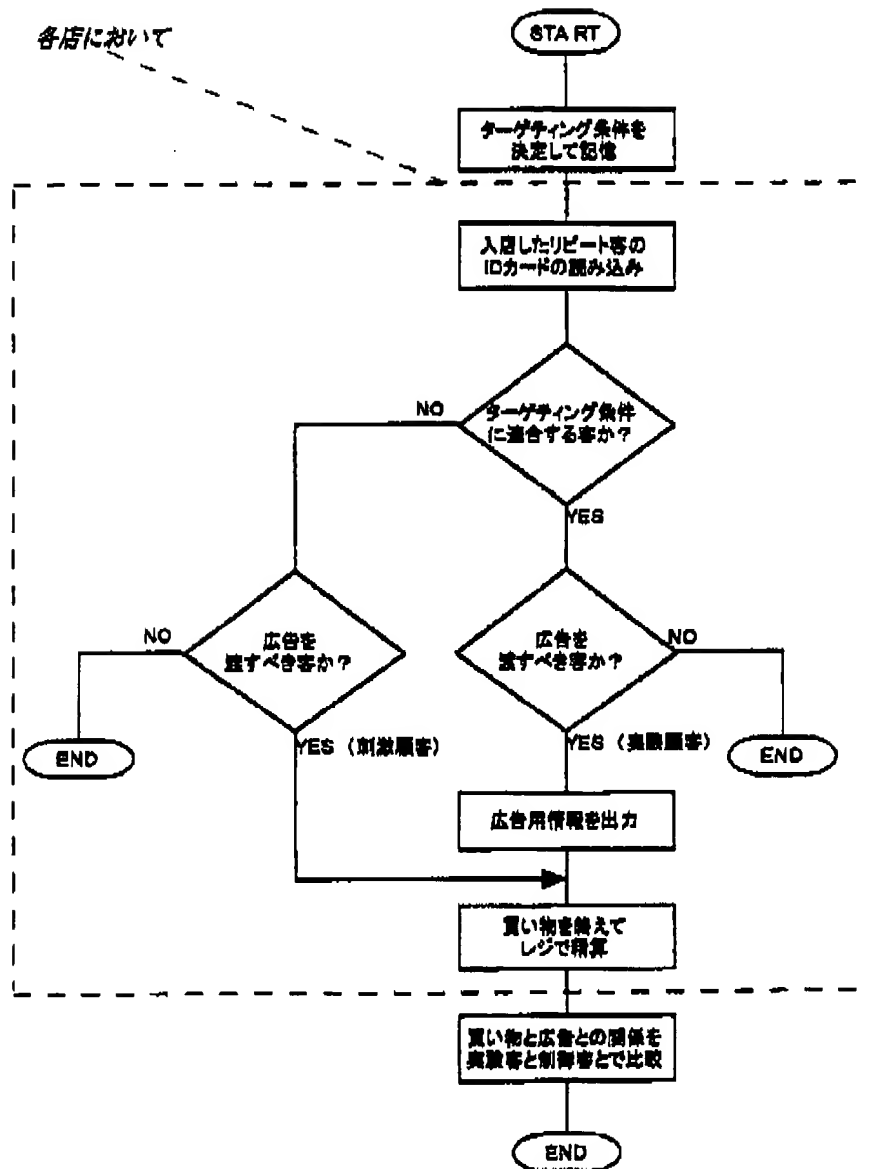
[Drawing 20]



[Drawing 21]



[Drawing 22]



[Drawing 23]

プロモーションID	E010
実験名	セルフ洗車の販売促進
対象条件	洗車購買履歴なし
刺激レベル	2 機械洗車についての正しい情報 お試しクーポン
反応監視条件	フライヤ発進後、セルフ給油やった (2回以上やった)

サンプル割付状況

	A	B	C
1		情報無し	情報有り
2	クーポン無し	1200	2000
3	クーポン有り	2000	2000

非対象者 1000

反応率

	A	B	C
1		情報無し	情報有り
2	クーポン無し	24/1200	20/800
3	クーポン有り	560/1400	720/1800

非対象者 180/800
30%

発信反応進捗状況

刺激レベル

レベル0	レベル2
レベル1	レベル3

	A	B	C	D
1		サンプル	発進済	反応有
2	刺激レベル0	1200	/	24
3	刺激レベル1	2000	1400	560
4	刺激レベル2	2000	800	20
5	刺激レベル3	2000	1800	720
6	非対象者	1000	800	180

[Translation done.]